ART 72 Digital Photography

2 credit / 4 hours
revised: 08/18

Course Outline

Course & Instructor Info	**Instrutor:**	Claudia Jacques de Moraes Cardoso, MFA, PhD
	Email: cj@claudiajacques.com	**Text Message:** 914.924.0703 + Whatsapp group
	Section: 45024 (902D)	**Date & Time:** Online + Sat 10:00 am – 1:40 pm
	Location:	Meister-C04+ Blackboard + Course Site
	Course Site:	http://bccart72.claudiajacques.com/

Course Description

This course emphasizes the basics of composition, lighting, color correction and output. Students study composition and lighting both in the field and in a commercial studio setting. Students also examine various methods of digital image presentation including the use of graphic and audio elements in time-based media. This course requires students to have access to a digital camera.

Prerequisites: none
Co-requisite: none

Course Learning Outcomes + Measures

1. Demonstrate general knowledge of the history of photography in written assignments and quizzes. All projects.

2. Apply concepts of pixel-based photography and resolution in the production of digital photography. All projects.

3. Utilize digital darkroom methods, including exposure settings, mid-tone adjustments, cropping and color-correction, to develop and enhance digital photographs. All projects.

4. Utilize basic principles of design, such as contrast, emphasis, repetition, rhythm and space division, effectively in photographs. All projects.

5. Use elements of design, such as texture, line, color and shape, effectively in photographs. All projects.

6. Effectively use camera settings, such as shutter speed, aperture setting, white balance, ISO and exposure, in the creation of expressive photography. All projects.

7. Demonstrate effective use of natural and studio lighting, including the concept of main and secondary lighting, in photos. All projects.

8. Describe and critique photographs successfully, and articulate visual ideas using artistic terminology. All projects.

Digital Arts Program Goals + Measures

1. To Introduce students to the process involved in planning and executing the design of visual communications. To foster the ability to create and develop visual form in response to design problems. All projects.
2. To foster the development of technologically literate visual communicators who understand the use of traditional tools and new technology in support of their professional and academic career. To promote the development of information literacy. To develop the ability to demonstrate a measurable degree of competence in the use of computer and the major software packages utilized in print and web design. All projects.
3. To prepare students with the ability to use reasoning and analysis to research, analyze and evaluate visual communications according to the needs of its audience. All projects.
4. To become familiar with the major achievements in the history of art, design and typography, including the works and intentions of leading artists/designers in the past and present. All projects.

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5. To promote professional growth and development through the use of dynamic self-reflection. To develop in students the ability to examine and critique personal work and values in order to be able to become self-developing in their college and professional careers. All projects.

Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic. All projects.

General Education Goals + Measures

Required Materials

- Digital camera.
- Access to an Internet connected device and digital storage.
- Course site: http://bccart72.claudiajacques.com
- Readings & Tutorials available in the course site.
- Blackboard discussions and quizzes.
- Create and maintain a digital portfolio
- Communicate through Whatsapp.
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Course Requirements

This class relies on in-class and online assignments, projects, skills exercises, group discussions & critiques, demos, individualized instruction, visual presentations/lectures, assigned research & readings, written responses, self-assessments, on-line course supplement, and online student e-portfolio (Wordpress site as eaxmple) in order to succeed in this class. You are expected to:

- Attend **ALL** classes on time, complete assignments on time; participate in class and online critiques & discussions.
- Dedicate approximately **six hours of work per week** (including in-person meetings) to complete assignments.
- Have **access to a DSLR camera,**
- Have **regular access to a device with Internet** connection to follow the course content online, access UI applications, maintain your digital portfolio and access BCC e-mail account, Whatsapp course group.
- **Check the course site** – http://bccart72.claudiajacques.com, **Blackboard** and your **BCC e-mail regularly**!
- **Keep up** with **tutorials**, **readings** and **postings**, **self-evaluations**, **course evaluation** and participating on a **final assessment**.
- Have a **BCC e-mail account** and be able to access it regularly. When contacting your instructors via e-mail, you should use your BCC e-mail address.
- Access and maintain an online **digital** portfolio and share with the class.
- Access image editing tools and applications.

Content Overview

Projects

Hands-on Projects unravel over the course of the semester and are an opportunity to put the ideas/concepts/skills discussed in class into action. Students will complete six interconnected projects.

Exercises

Students will need to complete weekly exercises focusing on focus on specific aspects of photography to build their technological knowledge, and implement the course projects. The best way to learn to see behind the camera is by photographing.

Tutorials & Quizzes

Tutorials & Quizzes will be given throughout the semester testing students on the content. This will cover major vocabulary and specifics of design, techniques and skills.

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Exercises & Tutorials

Students will need to complete weekly exercises/tutorials related to the content in order to build their technological knowledge and implement the course projects.

Online Digital Portfolio

The class website hosts all pertinent course information, and should be referred to when needed. The syllabus and schedule are available as downloadable PDFs and as a web page. Readings are hosted on the site.

Direct Reading & Research posts on Blackboard

Reading and research complement your learning and are necessary to help you understand the content visually and intellectually.

Course Website

The class website hosts all pertinent course information, and should be referred to when needed. The syllabus and schedule are available as downloadable PDFs and as a web page. Readings are hosted on the site.

Grading Criteria

Your final course grade will be an average of 100-point scale based on the following:

Assignment	Points
Projects	42
Exercises	28
Tutorials & Quizzes	20
Direct Reading & Research Posts on Blackboard	5
Online Digital Portfolio Presentation	5
Total	100

projects (42 points)

Each project is designed to implement the tools and techniques you have learned in class. Projects will be assigned each class and are due the following class unless otherwise instructed. Projects will be evaluated according to their individual grading criteria.

Project 1: My Camera	5 points
Project 2: Seeing Light: Depth of Field	8 points
Project 3: Same Space, Different Perspective	5 points
Project 4: Exploring Time Through Shutter Speed	8 points
Project 5: Conceptual Portraiture	8 points
Project 6: Content, Light & Color – Final Project	8 points

- Each of the assignments will be evaluated according to a specific list of required criteria given to you with the assignment.

- Class participation and in class productivity portion of your score will be based on promptness, your participation in discussions and critiques, and in class work ethic (ex: no parallel talk, no cell or electronic device usage, music listening, or working on anything not related to class work, disappearing from class, etc...)

- Readings do count. Evidence of reading should be visible in blog posts, projects and class discussion. Failure to carefully read will impact these components of your grade.

- Student grades will be negatively affected by late assignments, poor participation or preparedness.

- Projects should be submitted to your WordPress portfolio before the beginning of class whether you are there or not. **E-mailed assignments are not accepted.**

At the first sign of struggle with the course material the student should contact and meet with the instructor to develop a plan for continuing success. Those who demonstrate honest effort and commitment will receive the support they need to succeed. Students who do not meet this standard will not do well in this course.

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Course Participation

This is a hybrid course, meaning we meet in-person nine (11) Saturdays (including for final assessment) during the semester. On the other four (4) weeks you are supposed to complete online assignments based on the classroom activities. The online assignments are due Saturday morning by 10 am. It is important that you post your work on-time. and arrive to class **on time & prepared** on in-person meeting days.

Each class you will be learning a new concept and/or technique. When you miss an in-person class, or don't post your work by Saturday at 10 am you will be considered absent.

Late arrivals and early departures, as well as late postings are disruptive to your peers and yourself and affect your class participation. If you miss class, it is your responsibility to obtain any missed handouts, information, and assignments from the course website: http://bccart72.claudiajacques.com. Once you have reviewed the class content and homework for the missed day, e-mail or text your instructor with any questions.

You will be expected to turn in any assignments that were given on their assigned due date, as well as keep your digital portfolio up to date. As this is a hybrid course, even if you miss an in-person meeting, the work will still be due on that day.

Communicating with your Instructor

Communicating through E-mail

I am happy to communicate through email, and I strongly encourage you to use your BCC email account. When emailing your instructors, peers, administrators and staff, please keep the following Email Etiquette in mind:

- First, make sure what you want to communicate is best suitable for an email exchange. Remember that your college email account is an official college record.

- Make sure what you are about to ask or comment on in your email is not addressed on the course site and syllabus. Asking a professor to go over a content that is already available on your course site or syllabus makes you look like you are not a serious student and only harms your cause. If after going over the content you still have questions, by all means, do ask them!

- Type a clear, informative and succinct Subject Line and always include BCC Art 72.

- Use a salutation. Instead of jumping right into your message or saying "hey," begin with a greeting like "Dear" or "Hi," and then address the person by the appropriate title and last name, such as "Prof. Jacques" or "Ms. Cardoso." I welcome you to use my first name: "Claudia".

- Use traditional rules of grammar, spelling and punctuation in your message. Read your email aloud to proofread the message yourself, as spell check won't catch everything.

- Please avoid acronyms or abbreviate words for convenience. Use complete sentences and only standard abbreviations. http://abbreviations.yourdictionary.com/articles/list-of-commonly-used-abbreviations.html.

- Do NOT send file attachments through email that are over 250 kb. If you are not sure what the file size is, don't send it. All artwork should be posted to your e-portfolio and you can send me a link to the image page. You can also text me a file if you want me to check your work. Reading posts should be embedded in Blackboard's editor.

- Finalize your email with a signature. Instead of concluding with "Sent from my iPhone" or nothing at all, include a signature, such as "Thanks", "Best" or "Sincerely," followed by your name (first and last). Please include your class name, reference number, semester and year the first time you contact me through email.

If you have any questions or need assistance throughout the semester or miss a class, I encourage you to set up an appointment by email at cj@claudiajacques.com to meet me. I check email

frequently, but always allow 48-hours for a response. Please plan accordingly!

Communicating through text message

I am also happy to communicate through text message to more quickly give you feedback on assignments, and clarify concepts that you do not understand, but again, please be aware of the following texting protocol:

- Make sure what you are about to ask is **NOT** addressed in the course site, project specifications or syllabus.

- Please **do NOT call my cell phone number** unless I specifically instructed you to do so.

- Always, start your text message with your name and class reference. – bcc art 72. This way I know whom I am talking to.

- Please avoid abbreviations. If I can't understand what you are communicating, I can't help you.

- I am very prompt but please do allow me time to answer your text message. It will be faster than email but I have a very busy life and I may be tied up for hours before I can give you feedback. Again, plan accordingly!

- I am constantly editing and improving our course site. I count on you to give me feedback on any broken links, missing content or discrepancy that you come across. Please text me as soon as possible with an URL link to where you encountered the issue or do a print screen of the issue and where I can find it. This way I can fix it right away!

- Any other information related to you, a class or the course that does not involve a specific assignment or content should be done through your BCC's email.

A whatsapp group was created for us to communicate with each other easily. Make sure you join the group.

Tips for Success

- Plan your time – the projects and exercises are time consuming and technically involved. Plan to spend at least seven hours a week on the course work between in-person meetings and class activities.

- Work with a friend—two heads are better than one when you run into technical, conceptual or creative roadblocks.

- Save and save again. Back up your work in MULTIPLE locations.

- Attend class and constantly check the site– each week builds on the previous one. Missing class/content will severely impact your chance to succeed in this class.

- Ask for help when you have trouble – don't allow yourself to get behind on new material.

Academic/Support Services

To make your experience count at BCC, our support for students includes admissions and registration, financial aid services, general academic advising, transfer, career and personal counseling services, as well as services for international, veteran and disabled students. More info at: http://www.bcc.cuny.edu/academic-support-services/#degTop2

Computer Lab & Tutoring

The Art & Music Department offers open studio times and tutoring in digital arts. Located in **Bliss Hall 302**, the **Digital Arts Computer Lab** offers access to apple computers, scanners, printers, and digital media proprietary software needed for you to produce the weekly assignments. The lab techs and/or tutors can guide you to the needed resources and/or help you with certain tasks.

Make sure you always clean up after yourself and hold all conversations outside of the studio so as not to disturb your peers.

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Open Studio hours are Monday – Friday; 9:00 a.m. – 5:00 p.m. Extended hours are offered during the week of Midterms through Final Exams. Monday – Thursday; 9:00 a.m. – 8:00 p.m.

Please check the college site at http://www.bcc.cuny.edu/Art-Music/?p=am-Labs or contact Cesar Rivera, Senior College Lab Technician, in Bliss Hall [BL], Room 302/208 or by email cesar.rivera@bcc.cuny.edu for more info on available resources and assistance.

Students with Disabilities

Students with disabilities (learning, physical or psychological) who require reasonable accommodations or academic adjustments for a course must be registered with the Office of Disability Services. For any accommodation, the instructor must be presented with the ODS card.

Students with questions regarding the Office of Disability Services or accommodations should access the college site: http://www.bcc.cuny.edu/Disability-Services/ or contact the office by phone: 718.289.5874 or in person at Loew Hall, Room 211

Academic Honesty

BCC fosters an academic community where students and faculty work together to create learning experience that imparts knowledge and forms character. To achieve this, the College requires all members of the community to adhere to the policy of Academic Honesty that can be found in the Student Handbook, the College Catalogue and on the College website.

Digital Media is an academic subject. If you are using digital resources or images in your digital work you MUST cite the source (hyperlinks are acceptable in this medium). Stealing and taking credit for work that is not your own is dishonest and may also be ILLEGAL. Images, songs, text and video can only be used in their entirety if they are in the public domain. Parts of images, songs, text and video may be legal if an argument for "fair use" can be made. If you have specific concerns related to digital media please contact your instructor immediately.

The Evening Weekend Wire

The Evening and Weekend Office is full service daily drop in center that offers support and assistance to students enrolled in weekday evening and weekend classes. They are located in Colston Hall 506A and the phone number is 718 289 5703

Their hours of operation are as follows:
Monday 3:00pm-8:30pm
Tuesday, Wednesday and Thursday 2:00pm-8:30pm
Friday 12:00pm-6:00pm
Saturday 8:30am-3:00pm
Sunday 8:00am-1:00pm

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Calendar

Class 1 | 01/26 | In-person
Intro to Course | Components of Art | Photographic Studies

Class 2 | 02/02 | In-person
The Camera | History | Technical Aspects | Principles of Organization

Class 3 | 02/09 | In-person
The Camera | Photo Editing | Design Elements and Principles

Class 4 | 02/16 | Online
Workflow | Technical Aspects | Quiz 1

Class 5 | 02/23 | In-person
Seeing Light | History | Technical Aspects | Content

Class 6 | 03/02 | In-person
Seeing Light | Photo Editing | Design Elements and Principles

Class 7 | 03/09 | Online
Same Space, Different Perspective | Technical Aspects | Content

Class 8 | 03/16 | In-Person
Same Space, Different Perspective | History | Quiz 2

Class 9 | 03/23 | In-person
Exploring Time | History | Technical Aspects | Workflow

Class 10 | 03/30 | Online
Exploring Time | Photo Editing | Technical Aspects | Design Elements and Principles

Class 11 | 04/06 | In-person
Portraiture | History | Technical Aspects | Content | Context

Class 12 | 04/13 | In-person
Portraiture | Photo Editing | Technical Aspects | Design Elements and Principles | Quiz 3

Spring Break | 04/19 to 28
No Classes on 04/20 and 04/27

Class 13 | 05/04 | In-person
Content: Light + Color | History | Technical Aspects | Content | Context

Class 14 | 05/11 | In-person
Content: Light + Color | Photo Editing | Technical Aspects | Design Elements and Principles

Final Assessment | 05/18 | In-person
11:00 am to 12:50 pm