

## **ART 268 Digital Photography and Imaging SPRING 2009, Tuesday and Thursday – 8:30-11:00**

---

**Instructor:** Krista (Steinke) Finch

**Office:** Art Office/ studio room 103

**Office Hours:** Tuesday 3:30-4:30 and Wednesday 12:30-3:30 or by appointment

**Phone:** 861-1675 (art office)

**Email:** [mekls02@moravian.edu](mailto:mekls02@moravian.edu)

\*\*\*Please note that email is the best way to communicate with me

### **COURSE DESCRIPTION:**

Digital Photography is treated as a critical seminar for the production and study of digital image making. Students will learn the basic technical and operational skills involved in creating photographic work electronically. Topics will include camera handling, scanning, printing techniques, image manipulation, special effects, and working with mixed media. Projects will consist of short in-class sketches that highlight particular skills and longer projects that investigate specific topics. Discussions and readings will investigate issues pertaining to art and media culture, as well as the similarities and differences between the objective nature of traditional photography and the inherent mutability and subjective quality of digital imagery. The class aims to build a critical, theoretical, technical, and artistic framework in order to help students develop their own unique vision in the context of digital image making.

Regular group critiques will be held for each assignment. At every class meeting there will be time provided for individual critiques of work "in progress" and one-on-one tutoring with technical problems. Viewing examples from books, videos, CD-ROMs, and the Internet will be an essential component to this course. Outside reading provides a platform for class discussion and investigation on particular issues pertaining to art, photography, technology, media culture, cyberspace, and advanced communication systems.

**Prerequisite:** ART 131 or permission of instructor. Students who do not have Macintosh Computer experience will be required to attend a short workshop at beginning of the semester.

### **GOALS: Students will:**

- understand how digital images are made and the theoretical and formal issues that shape the medium, especially as it pertains to the history of photography and mass media production.
- become familiar with the fundamental language of digital imagery and be able to formally and conceptually critique and analyze a digital work of art.
- become familiar with the basic rhythms of the creative process in order to apply concepts of problem solving as it applies to the medium.
- learn the basic technical skills required in digital imagery and be able to creatively apply them in their work.
- Learn to visually articulate or express their own concepts and ideas through the digital photo medium.

**REQUIREMENTS:**

- keep a sketchbook/journal
- complete all class readings
- complete 8 main projects and several shorter tutorials and exercises
- attend required lectures, film screenings, or art exhibits outside of class that pertain to course topics
- actively participate and contribute to class discussion and critique
- take a Mid-term Quiz on technical information
- Write and present a paper

**There will be approx. 8 main projects:**

- The Copy Right Exercise and the Fair Use Rule
- Creative Contact Sheet
- Digital Landscape
- Time and Space: The Stitcher and Panoramic Exercise
- Changing perspective and scale
- Compositing: The Moravian Student Hybrid
- The Other Self – Alter Ego, Twin, or Doppelganger
- The Digital Collage: Creative Scanning and Printing Techniques

\*\*\*\*Students should be prepared to work 6-8 hours a week outside of class time to adequately prepare for this class.\*\*\*\*\*

**READING ASSIGNMENTS:**

I believe that reading is a valuable part of the creative process. You will be assigned short reading assignments and should be prepared to discuss in class or write a brief analytical response in your sketchbook.

**MIDTERM QUIZ:** There will be one quiz given on technical information. It is important that you take notes during class lectures, discussions, and slide presentations. Attendance on Quiz Day is mandatory.

**PAPER AND PRESENTATION:**

Students will be expected to write a short paper on an issue pertaining to digital technology. Students will give a short in class presentation with visuals on the topic.

**SKETCHBOOK:**

Students are required to keep a sketchbook/journal. Sketchbook assignments will be given throughout the semester. You should also strive to make at least 2 contributions a week on your own– technical notes, vocabulary terms, ideas, collages, vocabulary, drawings, useful websites, anything that will enhance your performance and work in the class. As a student of art (in any medium), you should get into the habit of carrying a sketchbook with you at all times.

**FIELDTRIP:**

Students are required to attend the department fieldtrip to New York City, tentatively scheduled for Friday, April 3.

**PARTICIPATION:**

Students will be graded on participation in class critiques, discussions, etc. (attendance is mandatory at all critiques and reviews). I believe in setting up a classroom community that

encourages a healthy, open exchange of ideas. Learning is a collaborative process and every student's input is a valuable contribution.

**FINAL PORTFOLIO:** A final portfolio of your work submitted to me on CD will be due at the end of the semester. (*I will go into this in more detail later in the semester*) Be sure to **SAVE** and **DOCUMENT** all your assignments.

**CLASS TEXT:**

Light and Lens: Photography in the Digital Age, by Robert Hirsch (in bookstore)

**RECOMMENDED TEXTS AND SUGGESTED READING:**

**Technical references:**

*It's very helpful to have at least one text on PhotoShop for a resource guide.*

\*\*\*\*Adobe Photoshop CS3 from A to Z (in bookstore)

\*\*\*\*The Adobe Photoshop CS3 Book for Digital Photographers , by Scott Kelby (in bookstore)

Adobe PhotoShop – www.adobe.com

Classroom in a Book, PhotoShop CS3

Digital Photographer's Handbook by Tom Ang

PhotoShop Bible

Visual Quick Start Guide for Photoshop CS3

**MATERIALS:**

**Camera: Students should have their own digital camera. The preferred camera is a Digital SLR but a good point and shoot will suffice. The school also has two cameras available for checkout when necessary.**

**All students enrolled in digital media courses are now required to have an external hard drive for storage of work.**

- A notebook (can be your sketchbook) specifically for this class in which to take notes and write down assignments
- A folder specifically to hold reading handouts and technical information sheets
- Photographic Paper for the Printer (and other paper types for experimentation in printing)
- Box, file, or portfolio case to store finished prints
- Rewritable CDs/DVDs for storage and Portfolio
- Flash USB drive
- Presentation Supplies – more on this later in semester

**OPTIONAL**

- Tripod, Lights, and other "shooting" equipment (also available to checkout)
- 35 mm Slide and Print Film (more details later)

**ATTENDANCE:**

The Art Department established this department-wide attendance policy to apply to students in all art classes.

After the second **unexcused absence**, final grade will be dropped by one full letter.

After the fourth **unexcused absence**, student will receive a failing final grade.

An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness). Death in family should be confirmed with Student Services.

Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.

Job interviews or doctor's/dentist's appointments are not to be scheduled during class and are not excused.

**Missing Portions of Class: The following count as unexcused absences**

- More than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class half an hour or more early without permission
- Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

*If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.*

**GRADING:**

This class is based on the concept of mastery. Students will be assessed through frequent critiques, classroom projects, homework assignments, and a quiz on technical material. Again, it is important to note that students will be graded on class participation, especially during critiques. Students will be made aware of the expectations for each assignment in terms of grading.

Both the **form** and the **content** of work will be evaluated on each project, as well as *effort, originality, personal progress, and timely completion of assignment*. While competency in basic skills can be objectively determined, creativity and aesthetics are more subjective. The instructor reserves the right to apply qualitative judgments in determining grades.

**GRADING CRITERIA IN DIGITAL PHOTOGRAPHY:**

- MASTERY OF TECHNICAL SKILLS AND CRAFTSMANSHIP
- COMPOSITION AND DESIGN
- CONTENT/ SUBJECT MATTER/ CONCEPT/ IDEA/ CREATIVITY
- FULLFILLMENT AND UNDERSTANDING OF ASSIGNMENT CONCEPTS AND REQUIREMENTS (including completing project on time)
- EFFORT AND ENGAGEMENT

- "A": Excellent, outstanding achievement and mastery of skills
- "B": Good- average attainment – may need some minor improvements in certain areas
- "C": Adequate understanding of essentials – fulfills assignment but lacking in content, effort, and/or skill.
- "D": does not fulfill assignment and exhibits little skill, effort, and thought.
- "F": Failure, no credit
- "I" Incomplete

Individual Assignments	50%
Quiz	10%
Paper/Presentation	10%
Class Participation	20%
CD Portfolio	10%
TOTAL POINTS	100

**LATE ASSIGNMENTS:**

I will mark down all late projects one letter grade for each class period they are late unless you give me a satisfactory reason (in my estimation) for their lateness. Projects may be reworked for the final portfolio review.

**DIABILITY STATEMENT:**

Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

**ACADMEMIC HONESTY POLICY:**

Cheating on exams or quizzes will not be tolerated and will result in a 0 or F. Written assignments are designed to engage students with material covered in class through visual participation and personal reaction. Papers must be your own thoughts, impressions and reactions. The Internet can provide valuable source material, but you must participate by visiting the artwork yourself, in person, and offering your own viewpoint. Plagiarism in any form will not be tolerated. Be aware that I read student papers on the same subjects every semester and I am very familiar with a variety of information published on the web.

For further information, please refer to the Moravian College policy in the Student Handbook.

**CLASSROOM RULES AND EQUIPMENT:**

We will discuss lab rules and equipment checkout rules in class.

**Selection of Photographers/Artists to Research**

Adam Fuss	Keith Cottingham
Anna Gaskell	Kelli Connell
Anthony Aziz and Sammy Cucher	Loretta Lux
Beate Gutschow	Maggie Taylor
Bill Viola	MANUAL
Charlie White	Mariko Mori
Craig Kalpakjian	Martina Lopez
Daniel Lee	Mathew Barney
Dave McKean	Nancy Burson
Gregory Crewdson	Oliver Wasow
Ike Ude	Paul Pfiefer
Jeff Wall	Pedro Meyer
Jeremy Blake	Robert Lazarini
Jerry Ulesman	Shirin Neshat
Jim Campbell	Stephan Hillerbrand and Mary Magsamen
John Baldessari	The Starn Twins
Joseph Scheer	Yasumasa Morimura

# Course Schedule: DIGITAL PHOTOGRAPHY SP09

Schedule is subject to change during course of semester

Spring 2009	In Class Work	Homework
<b>WEEK 1</b> <b>Tuesday</b> January 20  <b>Thursday</b> January 22	Intro to course Syllabus/ Lab rules Presentation  DISCUSSION: "what makes an image interesting" DISCUSSION: "Copy Right Laws" Intro to Scanning PRESENT ASSIGNMENT #1: "Copy Right"	-Bring in an image that you find interesting for Thursday -RESEARCH: Fair Use Rule -READING: <u>Light and Lens</u> , CH 1 <i>NYFA Interactive</i> , "Copy Right, Fair Use, and the New Borrowers"  -Have images scanned into computer by next class
<b>WEEK 2</b> <b>Tuesday</b> January 27  <b>Thursday</b> January 29	TUTORIAL: Intro to PhotoShop Basics Work on Copy Right Project  <b>CRITIQUE: Copy Right Project</b> PRESENT ASSIGNMENT #2: "Creative Contact Sheet" LECTURE: Intro to Camera Basics  <b>PAYNE GALLERY OPENING, 6:30-8:00, attendance required</b>	-DUE next class: Assignment #1  -SHOOT: Assignment #2 -READING: <u>Light and Lens</u> , CH 3 & 10  -SKETCHBOOK: Reflections on Payne Gallery Exhibition – refer to CH 11 in <u>Light and Lens</u>
<b>WEEK 3</b> <b>Tuesday</b> February 3  <b>Thursday</b> February 5	TUTORIAL: Adobe Bridge, Creating digital Contact Sheets  DISCUSSION: present ideas for creative contact sheet project OPEN LAB	-SKETCHBOOK: brainstorm for ideas for creative contact sheet project -READING: <u>Light and Lens</u> , CH2  -RE-SHOOT: Assignment #2
<b>WEEK 4</b> <b>Tuesday</b> February 10  <b>Thursday</b> February 12	OPEN LAB TUTORIAL: TBA  <b>CRITIQUE: Creative Contact Sheet</b> PRESENT ASSIGNMENT#3: "The Digital Landscape"	-DUE next class: Assignment #2  -READING: <u>Light and Lens</u> , CH 4, <i>Art News</i> , "Reality Bytes" -SKETCHBOOK: Brainstorm for ideas for Assignment 3
<b>WEEK 5</b> <b>Tuesday</b> February 17  <b>Thursday</b> February 19	TUTORIAL: Making Selections, working non-destructively, color correction and levels OPEN LAB  TUTORIAL: Shadows, Scale, and Lighting Effects LECTURE: Vocabulary OPEN LAB	-SHOOT: Assignment #3  -Work on Assignment #3 -QUIZ NEXT THURSDAY
<b>WEEK 6</b> <b>Tuesday</b> February 24  <b>Thursday</b> February 26	OPEN LAB LECTURE: Quiz Review Sheet WORKING CRIT: Assignment #3  QUIZ <b>CRITIQUE: Assignment #3</b>	QUIZ NEXT CLASS DUE next class: Assignment #3  -SHOOT: Assignment #4 -SKETCHBOOK: Choose topic for

<b>February 27</b>	PRESENT ASSIGNMENT #4: "Time and Space:The Stitcher Project" PRESENT: "Paper and presentation"  <b>MIDTERM</b>	paper and presentation -READING: <u>Light and Lens</u> , CH 5, "Farewell to the Revolution"
<b>WEEK 7</b> <b>March 2-6</b>	<b>SPRING BREAK ENJOY !!!!!!!</b>	SEE ABOVE
<b>WEEK 8</b> <b>Tuesday</b> March 10  <b>Thursday</b> March 12	TUTORIAL: Stitching images together in Photoshop DISCUSSION: paper topics (sign up) OPEN LAB  OPEN LAB  <b>Payne Gallery Opening</b> <b>6:30-8pm</b>	-Work on paper and presentation      -DUE next class: Assignment #4 -Work on paper and presentation
<b>WEEK 9</b> <b>Tuesday</b> March 17  <b>Thursday</b> March 19	<b>CRITIQUE: Assignment #4</b> PRESENT ASSIGNMENT: #5 "Scale and Perspective"  TUTORIAL: Toy Model Photography OPEN LAB PRESENTATIONS	-READING: <u>Light and Lens</u> ,CH 6 -SHOOT: Assignment #5 -Work on paper and presentation  -DUE Next Class: Assignment #5
<b>WEEK10</b> <b>Tuesday</b> March 24  <b>Thursday</b> March 26	<b>CRITIQUE: Assignment #5</b> PRESENTATIONS  PRESENTATIONS PRESENT ASSIGNMENT: #6 "Class Hybrid and Compositing" PRESENT ASSIGNMENT: #7 "The Other Self"	-Work on paper and presentation   -READING: <i>Glamour Beauty Report</i> , "I don't want to be perfect", <i>Post</i> <i>Human Essay</i> -SKETCHBOOK: Brainstorm for Assignment #7
<b>WEEK 11</b> <b>Tuesday</b> March 31  <b>Thursday</b> April 2  <b>FRIDAY APRIL 3</b>	DISCUSSION: "Digital imaging and identity" TUTORIAL: Compositing and Layer Masks/ Color Correction ACTIVITY: Photo classmates  OPEN LAB  <b>FIELD TRIP</b>	-SHOOT: Assignment #7     -WORK ON PROJECT #6 and #7  -SKETCHBOOK: Reflect on NY trip – refer to <u>Light and Lens</u> , CH11
<b>WEEK 12</b> <b>Tuesday</b> April 7  <b>Thursday</b> April 9	OPEN LAB  <b>CRITIQUE: ASSIGNMENT: #6</b> OPEN LAB PRESENT ASSIGNMENT: #8 "Part 1: Creative Scanning"	-DUE next class: Assignment #6   -DUE next class: Assignment #7 -READING: <u>Light and Lens</u> CH 7 & 8
<b>WEEK 13</b> <b>Tuesday</b> April 14  <b>Thursday</b> April 16	<b>CRITIQUE: ASSIGNMENT: #7</b>   ACTIVITY: Creative Scanning Project PRESENT ASSIGNMENT: #8	-Bring in materials for Creative Scanning -SKETCHBOOK: Brainstorm for ideas for Digital Collage/ collect materials  -DUE next class: Creative Scans -READING: <u>Apple.com</u> , "Dave

	"Part 2: Digital Collage"	McKean: Illustrating the Imagination"
<b>WEEK 14</b> <b>Tuesday</b> April 21  <b>Thursday</b> April 23  Sunday April 26	<b>CRITIQUE: Creative Scans</b> DISCUSSION: digital collage ideas ACTIVITY: Clips form "Mirror Mask" OPEN LAB  TUTORIAL: Blending Modes, Text, and creative textures and paintbrushes OPEN LAB  <b>Payne Gallery: Senior Show 2:00</b>	-WORK ON ASSIGNMENT # 8
<b>WEEK 15</b> <b>Tuesday</b> April 28  <b>Thursday</b> April 30	OPEN LAB  <b>CRITIQUE: Assignment #8</b> TAKE HOME FINAL EXAM: CD Portfolio	
<b>WEEK 16</b> <b>May 4-9</b>	<b>FINALS WEEK</b> <b>Turn in CD Portfolio for Final Grade</b>	