

# **ART 391 Digital Photography 2, Spring 2010**

## **Tuesday and Thursday: 9:00-11:30am, New Media Lab 104**

---

**Instructor:** Krista (Steinke) Finch

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

**Office Hours:** Tuesday 3:45-4:45 and Wednesday 12:30-2:30 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:**

This course is intended to provide intermediate students with the opportunity to further develop their skills and individual “voices” in the context of digital photography and imaging. Treated as an experimental studio seminar for the production and study of digital image making, demonstrations and tutorials will expand upon the processes and techniques covered in Art 294, while students develop several small photographic series. The focus of this course, however, is on camera handling and image optimization rather than image “manipulation” in Photoshop. All assignments are tailored to emphasize conceptual vision and problem solving as students learn how images can communicate on both a visual and intellectual level. Class examples, discussions, and readings will investigate issues pertaining to art, photography, and contemporary culture, providing a critical, theoretical, and artistic framework for students to develop their work. Along with several short in-class exercises, there will only be 5 projects scheduled for the semester so that students can explore ideas in-depth and gain experience creating small, coherent bodies of work.

### **GOALS:**

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

- Understand how digital images are made and the critical, theoretical, technical, and social issues that shape the medium, especially as it pertains to the history of photography and mass media production.
- Create works of art in digital media that incorporates the formal elements and principals of design.
- Understand the fundamental language of digital imagery and be able to formally and conceptually critique and analyze a digital work of art.
- Be able to use the appropriate skills and techniques to create work in digital media.
- 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 4 main projects and several shorter tutorials and shooting 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 a paper and present on a class topic
- Make Final Portfolio CD

### **There will be 5 main projects:**

- Expressive Use of Color
- The Photo Essay
- The Photo Narrative
- Project 4: TBA
- Final Project: Open

### **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.

#### PAPER AND PRESENTATION:

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

#### SKETCHBOOK:

Students are strongly encouraged to keep a sketchbook/journal. You should strive to make at least 2 contributions a week – 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), should get into the habit of carrying a sketchbook with you at all times.

#### FIELDTRIP/ ART DEPT. EVENTS:

- Students are required to attend the department fieldtrip to New York City in the spring: Friday March 26<sup>th</sup> (tentative date)
- All art students are also required to attend the Rudy Ackerman Visiting Artist Lecture this semester, TBA.
- Art students are required to attend the Thursday night openings in the Payne Gallery. (January 28<sup>th</sup> and March 18th)

#### 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:

A Short Course in Digital Photography (in bookstore)

#### RECOMMENDED AND SUGGESTED READING:

##### **Technical references:**

\*\*\*\*Adobe Photoshop CS4 from A to Z (in bookstore)

\*\*\*\*The Adobe Photoshop CS4 Book for Digital Photographers, by Scott Kelby (in bookstore)

Adobe Photoshop – www.adobe.com

Classroom in a Book, Photoshop CS4

Photoshop Bible

Visual Quick Start Guide for Photoshop CS4

##### **Exhibitions, History, and Theory references:**

Photography Reborn, Image Making in the Digital Era by Jonathan Lipkin

Art Photography Now by Susan Bright

Digital Art (World of Art) by Christiane Paul

Image World: Art and Media Culture by Lisa Phillips and Marvin Heiferman

Metamorphosis, Aperture

Photography After Photography

The Reconfigured Eye: Visual Truth in the Post-Photographic Era by William Mitchell

## 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
- CD for Final Portfolio
- Presentation Supplies – TBA

## OPTIONAL

- Tripod, Lights, and other “shooting” equipment (also available to checkout)
- Flash USB drive

## 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. Participation is 20% of your grade!

## CRITIQUE:

Critiques are an integral part of the learning process of this class. Critiques will usually take the form of posing questions intended to stimulate original thought and the formation of opinion. True learning is the result of personal discovery. It is a participatory activity and not a passive experience. Students are expected to share their thoughtful opinions about their peer’s work and should come in the form of positive accolades as well as constructive criticism. Students should learn to not take constructive criticism personally and that all comments are meant to aid in their development of seeing and thinking in an objective manner. Another major purpose of the critiques is to learn and utilize the art and design vocabulary needed to describe art formally, conceptually and contextually. Part of your grade depends on your engagement in group discussions and your responses to the work of your classmates.

## ATTENDANCE:

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

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

*NOTE: 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

## GRADE SCALE:

A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D	69-61
F	60 and below

## 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.

## CELL PHONES AND EMAIL:

All phones must be turned to the Silent position. No texting while in class. If working in a computer lab, absolutely no emailing during class lectures, critiques, or demonstrations. Students that abuse this rule will be marked down on "participation" grade.

## DISABILITY 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.

#### ACADEMIC HONESTY POLICY:

Plagiarism in any form will not be tolerated and will result in a failing grade. Cheating on exams or quizzes is not tolerated and will result in a failing grade. Written assignments are designed to engage students with material covered in class through personal reaction. Papers must be your own thoughts, ideas, impressions, or reflections. The Internet can provide valuable source material, but remember not all published sites are legitimate. Be aware that I read student papers on this subject every semester and I am very familiar with a variety of information published on the web.

Students who violate the standards of academic honesty face serious disciplinary consequences, including referral before the honor council and/or immediate course failure. For further information, please refer to the Moravian College policy in the Student Handbook.

#### CLEANLINESS AND LAB RULES:

It is the job of every student to leave the classroom better than the way they found it. Disrespecting your environment and those around you implies poor participation and may affect your grade. We will discuss lab rules in class. Please no food or open drink containers in the lab at any time.

#### RESOURCES:

**The Library-** Reeves Library has an expanding collection of photography and art books, periodicals, and catalogues. The Art Department also has a selection of periodicals that you may browse through.

**Exhibits-** In addition to the Bethlehem/Easton area, there are countless galleries and museums in New York and Philadelphia that are well worth visiting. At least two field trips will potentially be scheduled for this class. Nothing can beat seeing a work of art up close, in the real as opposed to a published version.

**Internet-** The web is a fantastic resource for finding the works of the old master photographers and newer, emerging artists as well as useful information about materials, techniques, and equipment. Again, be aware that not all published sites are legitimate resources such as Wikipedia.

**The Media-** Pay attention to articles in newspapers and magazines. Photographic images are EVERYWHERE. Be observant and critical of what you see. Bring to class any interesting finds!

#### Selection of Contemporary Photographers/Artists to Check out

Adam Fuss	Helen Van Meene	Nan Goldin
AES + F	Holly Roberts	Nikki Lee
Achim Lippoth	Inez Van Lamsweerde	Oliver Wasow
Alec Soth	Ike Ude	Olivia Parker
Alessandra Sanguinetti	Jeff Wall	Paul Pfeifer
Alex Webb	Jeremy Blake	Pedro Meyer
Amy Stein	Jerry Ulesman	Richard Prince
Andres Gursky	Jill Greenberg	Rineke Dijkstra
Anna Gaskell	Jim Campbell	Robert Lazarini
Anthony Aziz and Sammy Cucher	John Baldessari	Robert and Shauna Parke Harrison
Anthony Goicolea	Julie Blackmon	Ryan McGinley
Beate Gutschow	Joseph Scheer	Sandy Skoglund
Bill Viola	Keith Cottingham	Shirin Neshat
Carrie Mae Weems	Kelli Connell	Simen Johan
Charlie White	Laura Letinsky	Sophe Calle
Cindy Sherman	Loretta Lux	Stephan Hillerbrand and Mary
Craig Kalpakjian	Lori Nix	Magsamen
Daniel Lee	Maggie Taylor	The Starn Twins
Dave McKean	Margi Geerlinks	Thomas Demand
David Hilliard	MANUAL	Tom Chambers
David Wojnarowicz	Mariko Mori	Uta Barth
David Levinthal	Martina Lopez	Vic Muniz
Elijah Gowen	Martin Parr	Wolfgang Tillman
Gregory Crewdson	Mathew Barney	Yasumasa Morimura
	Nancy Burson	
	Nancy Davenport	

**digital-photography-school.com**

[www.shortcourses.com/](http://www.shortcourses.com/)

[www.geofflawrence.com](http://www.geofflawrence.com)

## DIGITAL PHOTO 2 COURSE SCHEDULE: (subject to change)

\*An updated schedule of due dates, deadlines, critiques will be handed out periodically.

### **WEEK 1: Jan 19 and 21**

TUES. -Introduction to course  
-Review of materials and equipment  
**\*NEXT CLASS:**  
**Discussion on Cliché: Make/ Bring in three photographs that are a “cliché”**  
**READ:**  
<http://explorenation.blogspot.com/2009/08/essay-series-seeing-poetry-in.html>  
<http://photo.net/columns/mjohnston/column16/index.html>

THUR. -Look at Cliché Project.  
(Discussion on what makes a photograph interesting or successful)  
-Project 1: Expressive Color  
-Intro to Camera  
-Intro to Color Photography  
**\*NEXT CLASS: Make preliminary image(s) for Project 1**

### **WEEK 2: Jan. 26 and 28**

TUES. -Talk about ideas for Project 1 – look at preliminary shoot  
-Exercise 1: Photoshop tutorial – 7-point system in optimizing images – Camera Raw

THUR. -Work on Project 1  
-Photoshop tutorial

### **WEEK 3: Feb 2 and 4**

TUES. -Intro to Printing  
-Print Assignment 1

THUR. -CRITIQUE Project 1  
-Project 2: The Photo Essay  
**\*NEXT CLASS: Make preliminary shots for Project 2**

### **WEEK 4: Feb 9 and 11**

TUES. - Present ideas for assignment 2 and look at preliminary shots  
-Exercise 2: TBA

THUR. -Work on Project 2

### **WEEK 5: Feb 16 and 18**

TUES. -Work on Project 2  
-Vocabulary terms and Quiz review

THUR. - Work on Project 2

### **WEEK 6: Feb 23 and 25**

TUES. -QUIZ  
- CRITIQUE Project 2  
-Project 3: Photo Narrative

THUR. -Discuss ideas for Project 3 – look at preliminary sketches and images  
-Paper and Presentation Assignment  
-Exercise 3: High Dynamic Range Imaging

### **WEEK 7: March 2 and 4 (note: I will be at a conference on the 4<sup>th</sup>)**

TUES. - Work on Project 3  
-Sign up for presentation date and paper topic

THUR. -OPEN LAB

**WEEK 8: March 6-15 – Spring Break**

- work on research papers/presentations
- work on Project 3: Photo narratives

**WEEK 9: March 16 and 18**

TUES. -Print Project 3  
PRESENTATIONS 1

THUR. -CRITIQUE: Project 3  
- Project 4: TBA

**WEEK 10: March 23 and 25**

TUES. -Present ideas, sketches, and preliminary shots for Project #4  
-PRESENTATIONS 2  
-Exercise 4: TBA

THUR. -Work on Project 4  
-PRESENTATIONS 3

FRI. Fieldtrip to NYC  
Scavenger Hunt Assignment

**WEEK 11: March 30 and April 1**

TUES. -Print Project 4  
-PRESENTATIONS 4

THUR. -OPEN LAB

**WEEK 12: April 6 and 8**

TUES. CRITIQUE: Project 4  
-Project 5: Open

THUR. - Exercise 5: TBA

**WEEK 13: April 13 and 15**

TUES. - Discuss ideas for Project 5 – look at preliminary sketches and images

THUR. -OPEN/TBA

**WEEK 14: April 20 and 22**

TUES. - - Individual critiques/meetings on Final Project

THUR. - OPEN/TBA

**WEEK 15: April 27 and 29**

TUES. - OPEN/TBA

THUR. -CRITIQUE: Project 5

**WEEK 16, FINALS WEEK: May 3 – 8 -**

TURN IN CD PORTFOLIO OF ALL WORK FROM CLASS