

# **ART 268 Digital Photography and Imaging, FALL 2010**

Tuesday and Thursday: 9-11:30, New Media Lab 004

---

**Instructor:** Krista Steinke

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

**Office Hours:** Tuesday and Thursday 11:30-12:00/1:00-2:00 and Wednesday 11: 00-12:00 or by apt.

**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, shooting exercises, 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:** *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 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.
- 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 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
- Present on a class topic
- Make Final Portfolio CD

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

- The Copy Right Exercise and the Fair Use Rule
- Creative Contact Sheet
- Time and Space: The Stitcher Panoramic Exercise
- Scale and Perspective: Toy Model Exercise
- Storytelling through Digital Compositing
- The Moravian Student Hybrid: Compositing and Photo Retouch
- Creative Scanning
- The Social Issue: Digital Collage

*\*\*\*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.

### **PRESENTATION:**

Students will be expected to give a presentation on an issue pertaining to digital technology.

### **SKETCHBOOK:**

Students are required to keep a sketchbook/journal. Sketchbook assignments may be given during 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/ ART DEPT. EVENTS:**

- Students are required to attend the department fieldtrip to New York City in the fall:  
Date TBA
- All art students are also required to attend the Rudy Ackerman Visiting Artist Lecture this semester, Date TBA.

### **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 CS4 from A to Z (in bookstore)

\*\*\*The Adobe Photoshop CS5 Book for Digital Photographers, by Scott Kelby (in bookstore)

Adobe Photoshop - [www.adobe.com](http://www.adobe.com)

Classroom in a Book, Photoshop CS5

Photoshop Bible

Visual Quick Start Guide for Photoshop CS5

### **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.

#### **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 – above and beyond requirements
- "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 (5)

A-=90-93 (4.5)

B+=88-89 (4.0)

B=84-87 (3.5)

B-=80-83 (3.0)

C+=78-79 (2.5)

C=74-77 (2.0)

C-=70-73 (1.5)

D=69-61 (1.0)

F=60 and below (0)

**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.

**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.

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

# Course Schedule: DIGITAL PHOTOGRAPHY FALL 2010

*Schedule is subject to change during course of semester*

**August 31, 2010**

*Note: critiques are on Thursdays – unless otherwise noted.*

Date:	In Class:	Homework:
<b>WEEK 1</b> August 31 and Sept 2	Intro to course Syllabus/ Lab rules Presentation DISCUSSION: "what makes an image interesting" DISCUSSION: "Copy Right Laws" <b>ASSIGNMENT #1: "Copy Right"</b>	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..." Have images scanned into computer by next class
<b>WEEK 2</b> Sept 7 and 9	TUTORIAL: PhotoShop Basics Work on Copy Right Project <b>CRITIQUE: Copy Right Project (TH)</b> <b>ASSIGNMENT #2:</b> <b>"Creative Contact Sheet"</b> LECTURE: Intro to Camera Basics	DUE Thursday: Copy Right SHOOT: Contact Sheet (1 <sup>st</sup> draft) READING: <u>Light and Lens</u> , CH 3 & 10
<b>WEEK 3</b> Sept 14 and 16	TUTORIAL: Adobe Bridge, Creating digital Contact Sheets DISCUSSION: present ideas for creative contact sheet project DEMO: Printing	READING: <u>Light and Lens</u> , CH 8 & 10 RE-SHOOT: Contact Sheet (2 <sup>nd</sup> draft)
<b>WEEK 4</b> Sept 21 and 23	<b>CRITIQUE: CONTACT SHEETS</b> <b>ASSIGNMENT #3: "Time and Space/ Panoramic"</b>  Thursday: Fall Convocation 10:30 – we will attend together as a class. LECTURE: Vocabulary	READING: <u>Light and Lens</u> , CH 6 <i>Art News</i> , "Reality Bytes" SHOOT: Panoramic
<b>WEEK 5</b> Sept 28 and 30	DISCUSSION ON READING DEMO: Stitching photos <b>CRITIQUE: Panoramic</b> <b>ASSIGNMENT #4: "Toy Model"</b> LECTURE: Quiz Review	SHOOT: Assignment #4: Toy Model QUIZ NEXT THURSDAY
<b>WEEK 6</b> October 5 and 7 MIDTERM WEEK	TUTORIAL: Toy Model tutorial <b>CRITIQUE: Toy Model</b> <b>ASSIGNMENT: "presentation"</b> <b>QUIZ</b> <b>ASSIGNMENT #5: Digital Narrative</b>	SKETCHBOOK: Choose topic for your presentation READING: <u>Light and Lens</u> , CH 5 & 11 and "Farewell to the Revolution" Shoot Assignment #5
<b>WEEK 7</b> October 14	FALL BREAK – no class on Tuesday Sign up for Presentation topics Photoshop tutorial: Layers and Compositing, Light Effects and Shadows	READING: <u>Light and Lens</u> , CH 2 Research presentation topics
<b>WEEK 8</b> October 19 and 21	OPEN LAB <b>CRITIQUE: Digital Narrative</b>	Work on presentation
<b>WEEK 9</b> October 26 and 28	<b>PRESENTATIONS 1</b> <b>PRESENTATIONS 2</b> <b>Shoot Class for Hybrid Project</b> <b>EXERCISE: Before and After</b>	READING: <u>Light and Lens</u> , CH 6 Work on presentation Complete Before and After Tutorial -READING: <i>Glamour Beauty Report</i>
<b>WEEK 10</b> November 2 and 4	<b>PRESENTATIONS 3</b> <b>PRESENTATIONS 4</b>  DISCUSSION: "Digital imaging and identity" <b>Critique: Before and After</b> <b>ASSIGNMENT #6: Hybrid</b>	-READING: <u>Light and Lens</u> , CH 12 refer to <u>Light and Lens</u> , CH 11

<b>WEEK 11</b> November 9 and 11	TUTORIAL: Compositing and Layer Masks/ Color Correction OPEN LAB	READ: <i>Post Human Essay, Scientific America</i>
<b>WEEK 12</b> November 16 and 18	<b>CRITIQUE: Hybrid</b> <b>ASSIGNMENT: #8</b> <b>"Part I: Creative Scanning"</b>	SKETCHBOOK: Brainstorm for ideas for Digital Collage/ collect materials Bring in materials for Creative Scanning - TUESDAY READING: <u>Light and Lens</u> CH 7 & 8
<b>WEEK 13</b> November 23 and 25	DISCUSSION: digital collage ideas <b>In Class Project: Creative Scanning Project</b> <b>CRITIQUE: Creative Scans</b> <b>ASSIGNMENT #8: Digital Collage</b> Watch clip form "Mirror Mask"	READING: <u>Apple.com</u> , "Dave McKean: Illustrating the Imagination"
<b>WEEK 14</b> November 30 and December 2	TUTORIAL: Blending Modes, Text, and creative textures and paintbrushes	
<b>WEEK 15</b> December 7 LAST WEEK OF CLASS	<b>CRITIQUE: Digital Collage</b> <b>TAKE HOME FINAL EXAM: CD Portfolio</b>	
<b>WEEK 16</b> Dec 10, 13-17	<b>FINALS WEEK</b> Turn in CD Portfolio for Final Grade	