

Comm 322 Digital Photography

Lecture: Wed. 2:00 – 4:50 p.m., CAC 201

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Office Hours: T/R 2:00 – 3:00 p.m. and by appt.

Course Objectives

In this introductory digital photography class, you will:

- Learn about significant developments in the technical and social history of photography
- Learn about the contributions of major historical and contemporary photographers
- Develop a strong understanding of your own aesthetic and the types of images YOU wish to make
- Learn and apply fundamental principles of composition
- Learn and apply fundamental principles of good exposure
- Learn to successfully manipulate shutter speed, aperture, ISO and other camera functions to achieve aesthetic and communication goals
- Learn how to constructively critique images
- Learn basic digital darkroom skills

You will be required to use a digital camera with full manual controls. The Division of Communication has several cameras and tripods that you can check out by visiting the Information Technology Help Desk (in the basement of the LRC) with your student identification card. Please note that you are responsible for the camera while it is in your possession, and you may be charged to repair any damage that the camera sustains while it is checked out to you.

Division of Communication Learning Objectives for Communication Majors

This class will help you achieve the Division's objectives for all majors, especially objective number 1 and, to a lesser extent, objective number 5.

1. Communicate effectively using appropriate technologies for diverse audiences
2. Plan, evaluate and conduct basic (quantitative and qualitative) communication research
3. Use communication theories to understand and solve communication problems
4. Apply historical communication perspectives to contemporary issues and practices
5. Apply principles of ethical decision making in communication contexts

Required Texts, Equipment and Supplies

Text: *Learning to See Creatively: Design, Color & Composition in Photography*, Bryan Peterson. Available for purchase in University bookstore.

Additional readings and due dates will be announced in class and distributed primarily through electronic reserve. The readings may cover technical aspects of photography, but more often they will be chosen for their ability to get you to think critically about photography as a practice and art. Please listen carefully in class for announcements regarding reading assignments.

Supplies: (Available at local retailers such as Walmart or Michaels, and online)

- Five to six 8X10 prints to include in your final portfolio
- Five to six backer boards and mats, plus mounting tape
- Memory cards (Division of Communication cameras support SDHC SanDisk, Toshiba or Panasonic, 8 or 16 GB.

Technology Fee: A \$25 rental equipment fee will be charged to the account of every student enrolling in this course. Paying this fee allows you to access production equipment (cameras, tripods, light kits, etc.) available for check-out through the IT Help Desk. You are welcome to use your own digital SLR cameras as long as they allow you to fully control the camera settings, however you will still be charged the standard course fee.

Lynda Online Tutorials: Available FREE to UWSP students at www.lynda.uwsp.edu

- Bridge CC Essential Training presented by Julieanne Kost (1 hr., 30 min.)
- Adobe Camera Raw Essential Training presented by Julieanne Kost (3 hr., 40 min.)
- Photoshop CC Essential Training presented by Julieanne Kost (12 hr., 27 min.)

Assignments & Grading

Weekly Photo Assignments & Reports (40 percent final grade)

Each week you will be given a photo assignment designed to develop specific concepts, skills, and ways of seeing. You will be required to pick your best 4 to 6 images to submit for in-class critiques. You will also be asked to write an accompanying report. Guidelines will be distributed in class.

Lynda tutorial assignments (15 percent final grade)

Each week you will be asked to complete one or more chapters from the online Lynda tutorials.

Exams (25 percent final grade)

A mid-term and a final exam will cover lectures and readings, as well as what you learn in lab, through the Lynda tutorials, and during photo shoots. Exams will consist of short answer and essay questions.

Final Project (20 percent final grade)

This project will give you a chance to pull together everything you've learned over the semester, and to demonstrate how far you've come in developing your photographic vision, concepts, historical knowledge, and skills. Guidelines will be distributed in class.

Letter grades will be assigned as follows to all graded assignments and the final grade:

94 – 100 % = A	90-93% = A-	87-89% = B+	84-86% = B
80-83% = B-	77-79% = C+	74-76% = C	70-73% = C-
67-69% = D			

Policies

Attendance. The success of this course depends on your active participation. Please arrive on time for each class, ready to actively contribute to all class discussions, critiques, and assignments. If you **MUST** miss class, please:

- Notify me in advance (in case of emergency, notify me as soon as possible)
- Arrange to get notes from a fellow student. Do **NOT** ask me what you missed!
- Arrange to have any work due that day turned in at the beginning of class.
- Realize that there will be **NO MAKE-UPS** for in-class assignments unless you have a documented excuse (note from a doctor, for example) **AND** it's feasible for the assignment to be made-up out of class.

Technology. Please turn off **ALL** cell phones and do not use them during class. Please do not use any lap-tops, tablets, or other devices during class unless you have been given permission to do so.

E-mail. You may e-mail me with questions, comments and concerns, or to set up individual meetings. I check my e-mail regularly during the week, except when I am out of town. Please allow 24 hours for a response.

Deadlines. Late assignments will be docked 10 points for each day (24 hours) that they are late.

Plagiarism and Ethics. All images turned in for evaluation **MUST** be original images that you have taken specifically for this class. All written work must be your own. Be sure to give proper credit for **ANY** work that you use that belongs to others (including items and information you procure on-line). Any student caught plagiarizing images or text will receive an "F" for the course. See the student handbook for University policies regarding plagiarism and other issues of academic honesty. When taking photographs, be respectful of your subject – for example, you should **NEVER** photograph children without their parents' explicit permission. We will discuss ethical and legal issues in the practice of photography over the course of the semester.

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Working Schedule

This schedule includes weekly topics, major readings, Lynda assignments, exams and final project. Each week in class, I will distribute additional REQUIRED photography, editing, reading, writing, research and presentation assignments. Detailed guidelines will be distributed in class.

Wk	Topic	Readings Due	Lynda Due	Exams & Final Project
1/24	Developing Your Aesthetic			
1/31	Shutter Speed Camera Obscura		Bridge 1/2	
2/7	Aperture Daguerreotype, Calotype, Wet-Plate Collodion	Peterson: Intro, Expanding Your Vision	Raw 1	
2/14	Exposure War Photography: Matthew Brady		Raw 2	
2/21	Exposure Photojournalism: Alexander Gardner		Raw 2 Cont'd.	
2/28	Elements of Design Landscape: Tim O'Sullivan	Peterson: Elements of Design	Raw 3	
3/7	Elements of Design		Raw 4	
3/14	Principles of Composition	Peterson: Composition	Raw 5	
3/21	Testing What You've Learned		Raw 6 & &	Mid-Term Exam
3/28	SPRING BREAK	BREAK	BREAK	BREAK
4/4	Pictorialism		PS Intro	
4/11	Modernism	Peterson: Magic of Light	PS 1	
4/18	Social Documentary		PS 2	
4/25	Fashion Photography		PS 3	
5/2	Special Topics		PS 5 & 6	
5/9	Wrapping Up			Final Project & Presentation
5/15	Tuesday, 12:30-2:30			Final Exam