

VCT 4600 Digital Photography

Lecture: 6:00 - 7:15 p.m. Thursday

Lab: 7:20 - 10:20 p.m. Thursday

Room 238 Technology Building - Lecture & Lab

January 14 – May 7, 2010

Instructor: Fred Leighton

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Office Location: College Park Building, Room 163

Office Hours: Mondays 2:30 to 4:30pm, Tuesdays 3:30 to 5:30, or by appt.

Course Description

Research and experimentation in computer-generated digital imaging techniques. Four hours of lecture/laboratory. Prerequisite: VCT 3820 (previously VCT 382). Extra fee.

Course Objectives

Student will learn to create digital images using digital cameras, acquired digital source images and software. Projects will be focused on acquiring and furthering design, composition, and technical skills in this area. Projects will further skills in the area of communications, marketing and promotion focusing on digital imaging.

Lectures will focus on theory and industry practices; Labs will focus on building skills, project work and presentations. Reading and research assignments will enhance knowledge in digital imaging skills and related concepts.

Skills to be mastered

Technical skills for digital imaging

Digital photography, specifically, the use of original digital photographic

images for use in assignments and projects using image editing software focusing on Adobe Photoshop CS4 and other digital software tools.

Communication of marketing and branding messages

Composition and design

Use of third party images, i.e. stock and acquired, scanned

Presentation and critique skills

Knowledge of industry trends in digital imaging

Investigation and discussion of theory related to ethical issues

Exploration of career opportunities and professional resources

Course Format

There are two components to the course, lecture and lab. The lecture component will present technical and philosophical material designed to provoke discussion on relevant issues related to digital photography.

The lab component of the course is the studio session; students put into practice the concepts learned through lecture. The course is not focused on the digital camera. The main focus of the course is on acquiring and furthering skills in the area of editing and manipulate images within the context of assignment and project goals.

Please note: You will be required to log into my.bgsu.edu for any lecture notes and/or additional information about class projects, tutorials, etc. using the Blackboard system. In addition, any and all electronic communication will be conducted using your bgsu email (username@bgsu.edu).

Software

Adobe Photoshop CS4 Extended, In Design, Illustrator, and other software tools.

Text

Resources will be made available through the digital drop box in blackboard, online resources available in the web links section of blackboard, and full textbook resources available via Safari Books Online which can be accessed through the online catalog of the Jerome Library on the BGSU website. The instructor will make announcements as to suggested resources during the semester.

Materials

Students should have writable media for backing up important files (USB drive, CD-R discs, firewire drives etc.) in combination with available server storage: myFiles, personal.bgsu.edu. Group folders on myFiles and the 'digital drop box' on blackboard will be used as a location for copying files back and forth for class demos, and files associated with assignments and projects. Group folders on myFiles exist only for this semester - any files in this location will be erased at the end of the semester.

Grading Opportunities

Assigned project grades will include a technical component, conceptual and aesthetic evaluation. Each assignment will clearly state the goals and areas of grading.

Students are expected to complete all assignments, which need to be submitted on the due date. Assignments will not be accepted late. If an assignment is turned in later, the final grade will be reduced by one letter grade for each class it is late.

ANY CLASS MISSED WILL NOT BE REPEATED. IT IS YOUR SOLE RESPONSIBILITY TO CONTACT YOUR CLASS COLLEAGUES FOR MISSED INFORMATION.

Work lost because of computer/software crashes or failure to back up files, will be counted as a zero. Learn to save frequently, and back-up and maintain multiple copies of work constantly distributed across different storage media. These are important habits to develop for your career. No excuses for lost work.

It is the student's responsibility to read and understand the assignment sheets.

Ask questions directly or via email if you do not understand an assignment, as soon as possible.

The course grade will be compiled from the following areas:

Research / Skills Demo Assignment	10%
Project One (Compositing)	10%
Project Two (Reverse Engineering)	15%
Mid-Term Project (Group - Ad Campaign)	15%
Final Project (Ad Campaign)	20%
Assignments (in-class)	20%
Mid-Term Exam	5%
Final Exam	5%

All work submitted for a grade in this course must have been done by the student submitting the work and must have been completed in the current semester. Submission of prior work and/or work done by another individual will result in a failing grade and immediate dismissal from the course.

Grading Standards

Letter Grades

- A (92-100) - Excellent
- B (82-91) - Good
- C (72-81) - Average
- D (62-71) - Below Average
- F (61 or below) - Failure

Please note:

'C' is the lowest grade accepted by the VCT department for students enrolled as VCT majors. A letter grade of 'D' or 'F' will result in the course not counting towards graduation requirements.

Criteria for evaluation of projects:

Quality of work relating to concepts, ideas and research, as well as effective and creative use of tools for required tasks. All graded work assignments, projects, and exams will clearly state the objectives and areas of grading. This information will be included in the assignment, project, or exam description on blackboard.

Any graded work will communicate how a student performed and how the grade was calculated following these criteria. If there is any question during the semester as to why a grade was given or how it was determined, please see the instructor during office hours or other scheduled appointment time.

Attendance Policy

Contact the instructor by email or phone (email preferred) if you know you will be missing a class beforehand, or within 24 hours after missing a class due to unavoidable circumstances. Please refer to your student handbook and/or school website on school policy regarding weather or medical emergencies in regards to attendance. Class attendance for both lecture and lab are critical to understanding the subject matter and successfully completing the course.

Breaks

Breaks will be announced by the instructor and will be 10-15 minutes.

Academic Honesty and Student Conduct

The instructor and students in this course will adhere to the University's general Codes of Conduct defined in the *BGSU Student Handbook*. Specifically, the Code of Academic Conduct (Academic Honesty Policy) requires that students do not cheat, fabricate, plagiarize or facilitate academic dishonesty. For details, refer to:

BGSU Student Handbook

http://www.bgsu.edu/offices/sa/book/Student_Handbook.pdf

The Academic Charter, B.II.H

<http://www.bgsu.edu/downloads/file921.pdf>

School Library

Your school handbook describes the library services. The Jerome Library catalog and associated electronic resources can be accessed via the school website.

Classroom/Lab Practices

The following rules are meant to help create a beneficial learning environment for everyone in the classroom and anyone using the classroom computers during the semester:

Food and drinks are not permitted in the classroom

Downloading software or installing software on the computers is not allowed. If there is an application that you think would benefit students in future offerings of the course - please let the instructor know. The computers in BGSU classrooms are updated on a schedule set by the ITS department and are based on a number of considerations including relevance to a given course goals, department budgets and planning.

Please use headphones when listening to audio on the computers. Adjust the volume so that the sound is not bleeding and disrupting fellow students.

Cell phone and beepers should be turned off during class time.

No instant messaging during class time.

During class time, if you are not working on a class project, find work related to the course subject or ask the instructor for guidance.

Keep digital files for class organized on the local space and backed up to storage media.

Additional Course Policies

For more information about additional policies such as course fees, course drops and refunds, and a refund schedule, please see your student catalog.

Students with Disabilities

Any student who wishes to discuss accommodations on the basis of a disability - please discuss with me after class or during office hours.

The goal of the Disability Services for Students Office is to help provide equal access and reasonable accommodations to BGSU students with disabilities.

Students wishing to discuss their eligibility for such accommodations are encouraged to contact their office at 419.372.8459 (413 South Hall).

Religious Holidays

It is the policy of the University to make every reasonable effort to allow students to observe their religious holidays without academic penalty. In such cases, it is the obligation of the student to provide the instructor with reasonable notice of the dates of religious holidays on which he/she will be absent. Absence from classes or examinations for religious reasons does not relieve the student of responsibility for completing required work missed. Following the necessary notification, the student should consult with the instructor to determine what appropriate alternative opportunity will be provided, allowing the student to fully complete his/her academic responsibilities.

Please note:

This Syllabus is subject to change during the course – the instructor will notify students of changes.