

Digital Imaging and eMedia

Department of Graphic Communications

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Title: GC 340 – Digital Imaging and eMedia

4 credits (2,6)

Course description:

Centered around digital camera capture and control, this course will provide students the experience, techniques, and processing options for creating interactive, integrated eMedia. Coursework will include: commercial photography, color profiling, digital asset management, personalized cross-media campaigns, web design, and podcasts.

Prerequisites: GC 102 and GC 104

Course Objectives and Goals:

In this course it is assumed that students have little knowledge of the techniques of photography, digital imaging, and cross-media. Each student will bring their own personal set of objectives to this course—and may find new ones along the way. However, the following objectives are set forth for consideration. The course is designed to move toward these objectives. If, at any time, it is not felt that an activity is in keeping with these objectives, the student should discuss their feelings with the instructor.

Instructional Outcomes:

As a result of the experiences gained in the course, Digital Imaging and eMedia, the student will:

1. Develop a working knowledge of digital camera control in order to enable capture using a variety of artistic photographic techniques while conforming to specific technical requirements through the process of completion of an *Introduction to Cameras and Image Capture* project.
2. Demonstrate an understanding of design and composition principles in the planning of all photographs regardless of technical specification through completion of *Photographic Composition*, *Portrait Photography*, *Photojournalism*, and *Product Photography* projects.
3. Evaluate photographic images and develop the ability to articulate their critique in terms of artistic composition as well as technical merits through electronic submission of peer-reviewed critiques completed in the *Photographic Composition* project.
4. Demonstrate a working knowledge of copyright laws and ethical judgment governing the fair use of photographic, audio, and video content throughout the entirety of the course's project work.
5. Perform operations required for Camera Raw processing through an introductory to cameras and *Introduction to Cameras and Image Capture* project.
6. Demonstrate an ability to employ appropriate strategies of Digital Asset Management (DAM) using Adobe Bridge with regard to naming conventions, storage requirements and media, archiving conventions, metadata use, and automation processes through a *Digital Asset Management* project.
7. Perform a computer monitor/display screen calibration and create a monitor/display profile through completion of an *Introduction to Color Management* project.
8. Apply the use of profiles within the context of a color-managed workflow for effective post-processing of photographic images through completion of an *Introduction to Color Management* project.
9. Demonstrate basic knowledge of portrait photography and product photography techniques with respect to lighting and composition within a studio environment through the completion of a *Portrait Photography* and *Product Photography* assignment.
10. Demonstrate a working understanding of photojournalism by taking photos suitable for use in a publication layout. Photos will be required to be relevant to the message of the given article, and composed properly for the known picture frames (position and orientation) of the layout in a *Photojournalism* project.
11. Produce electronic images that have been created, enhanced, colored, and composited utilizing *Adobe Photoshop*© by demonstrating an understanding of working with selections, layers, filters, and effects through work in the *Digital Self Portrait*.
12. Produce an enhanced image file through the use of HDR techniques, and be able to articulate why this technique was necessary to achieve the end result in the *Introduction to Cameras and Image Capture* project.
13. Analyze the business aspects pertaining to the commerce of photographic images and services.
14. Demonstrate the ability to create podcasts using tracks for either still or video images, along with audio, jingles, and radio sounds through a critiquing process in the *Photographic Composition* project.

15. Construct websites by employing the use of current software options in adherence to specific formatting specifications, e.g., Cascading Styles Sheets (CSS) in a [Web Authoring](#) project.
16. Demonstrate the skills and marketing strategies required to produce print advertisement layouts, email blasts, and PURLs for use in effective personalized Cross-Media Campaign through completion of a [Cross Media](#) project.
17. Perform the basic skills necessary to integrate video into eMedia through activities associated with the [Web Authoring](#) and [Cross Media](#) projects.
18. Apply acquired knowledge of photographic capture, processing, and eMedia output options to present a body of work created during this course by compiling an Electronic Portfolio in the [Web Authoring](#) project.

Distributed Competencies

As stated in the General Education section of the University Undergraduate Announcements, each degree program is responsible for integrating a plan that addresses specific distributed competencies and their implementation into the departmental curriculum. These competencies include points of: Ethical Judgment; Information Technology; and Reasoning, Critical Thinking, and Problem Solving. While these competencies are addressed throughout every course within the GC curriculum, it would not be practical to include all the related work in a student's ePortfolio as evidence of their accomplishment. Minimum evidence of meeting these specified competencies will be indicated on each course syllabus, tied to the course requirement (project, report, etc.) that **must** be posted in each student's ePortfolio for purposes of assessment to meet criteria for graduation.

Projects:

1. *Introduction to Cameras and Image Capture* – Compose shots in the studio to gain understanding of shutter speed, aperture, depth-of-field, bracketing, tone control and resolution.
2. *Digital Asset Management* – Using *Adobe Bridge*®, understanding metadata and data asset management.
3. *Introduction to Color Management* – Monitor calibration and color management workflow.
4. *Photographic Composition* – Compose and photograph examples of landscape, stop/pan action, selective focus, create podcasts for your lab reaction to these assignments, peer critiques are a requirement for this assignment.
5. *Photojournalism* – Compose and photograph shots using photojournalism, understanding diversity and ethical issues in photography, create podcasts for your lab reaction to this assignment.
6. *Studio Photography* – Compose and photograph a model in the studio with controlled lighting and use Adobe Photoshop and/or Camera Raw to retouch.
7. *Product Photography* – Compose and photograph different products with a light tent and controlled lighting.
8. *Digital Self Portrait* – using *Adobe Photoshop*® (understanding the advanced tools in Photoshop, e.g.: Layers, masking, colorizing).
9. *Web Authoring* – Create a website using cascading style sheets.
10. *Cross Media* – Create a cross-media campaign (includes printed piece, E-mail blasts, PDF with video, PURLs).

Grading Policy:

Lab Assignments	550 points
Class Participation (Student blog)	50 points
Homework (Critiquing Images-25, Photo ethics paper-50)	75 points
Exam 1	100 points
Exam 2	100 points
Final Exam	125 points

Policy on Incomplete Class Work:

All work must be completed to receive a passing grade in the course. Late projects will be graded based on a 10% loss of points *per day* that the work is not turned in.

Suggested Textbook (not required):

London, B., Upton, J., Kobre, K., & Brill, B. (2008). *Photography*, 10th Ed., Pearson Education, Inc.

Academic Integrity:

As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a "high seminary of learning." Fundamental to this vision is a mutual commitment to truthfulness, honor and responsibility, without which we can not earn the trust and respect of others. Furthermore, we recognize that

academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.

Attendance Policy:

Students are expected to attend lecture each day and lab each day for which they are scheduled. Specific technical demonstrations are scheduled at the beginning of lab as per the Lab/Lecture Schedule provided, and students are expected to be on time. A sign-in sheet will be used for attendance verification. Failure to attend the demonstrations, laboratories, and lectures will result in a **loss of 5 points for each unexcused absence**. Unexcused absences from lecture and lab more than 3 times will result in an automatic letter grade drop in the course. Excessive absences beyond 3 can result in the student being dropped from the course. In the event a student does not have enough Withdrawal (W) hours to be dropped from the course, the student will receive an "F" for the course.

Students with Disabilities:

Appropriate accommodations will be made for students with disabilities that are documented by Disabilities Services. It is expected that students will follow the policies and procedures of Disabilities Services (<http://www.clemson.edu/sds/index.html>). Students must present a letter stating that the disability has been documented and requesting the specific accommodations during the first week of classes. Additionally, it is the responsibility of the student to give the professor one-week's notice prior to each instance where an accommodation will be needed.

Honors Requirements:

In addition to the requirements in GC 340, GC 340H enrollees will complete the following assignments:

The student will complete a 5-page paper on a current development in the field of eMedia. The topic of the paper is to be approved by the instructor in advance. The paper should include an overview of the development along with insights into the impact it has/will have on the industry and society as a whole. A minimum of three (3) current references required.

~OR~

The student will develop and complete a Learning Activity Packet as approved by the instructor. This can be how-to instructions for a task, or a standard operating procedure for the set-up or use of a piece of equipment.

~OR~

The student will research a new trend in eMedia by one of the following:

- participation in one of more seminars, workshops, trade shows, conferences pertaining to the topic
- individual field trips to at least one industry site
- gathering of literature and other resource materials

The materials and information will be gathered and presented using an approved eMedia. A summary of the activities and visits should be included along with a brief reaction to the trend and its impact on the industry and society as a whole.

Laboratory Requirement

The student will complete one additional laboratory requirement involving eMedia, photography, or electronic imaging/publication to be contracted on an individual basis.

Exams:

Exam I (100 pts.) and Exam II (100 pts.) cover only the current information being presented **and** the assigned readings. The final exam (100 pts.) is cumulative with an emphasis on material presented since Exam II. Students are expected to be familiar with all reading materials and will be tested on this information as well as lecture information. Exams are true/false, multiple choice, short answer, essay format.

Laboratory Notes:

1. Penalty (10%) for late assignments. No credit after seven days.
2. Failure to attend the demonstrations, laboratories, and lectures will result in a loss of 5 points for each unexcused absence.

3. There will be demonstrations of specific techniques during lab. These demonstrations will be presented at specific times during the lab and students are responsible for obtaining the information presented during these demonstrations.
4. All students are expected to have access to a digital camera that meets class specifications.

Bibliography:

Bennett, P. (2006). *The Handbook for Digital Printing and Variable Data Printing*. Sewickley, PA: Printing Industries of America.

Carr, P., & Correll, R. (2009). *HDR Photography Photo Workshop*. Indianapolis, IN: Wiley Publishing, Inc.

Chavez, C. (2010). *Color Management Without the Jargon*. Berkeley, CA: Peachpit Press.

Daly, T. (2004). *The Digital Photography Handbook*. New York, NY: Amphoto Books.

Johansson, L., Ryberg. (2007). *A Guide to Graphic Print Production (2nd ed.)*. Hoboken, NJ: John Wiley & Sons.

Krogh, P. (2009). *The DAM Book: Digital Asset Management for Photographers (2nd ed.)*. Sebastopol, CA: O'Reilly Media, Inc.

London, S., Upton. (2008). *Photography: The Essential Way (10th ed.)*. Upper Saddle River, New Jersey: Pearson Education, Inc.

McCleary, R. (2009). *CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers*. Upper Saddle River, New Jersey: Pearson Education, Inc.

Miller, K. (2007). *Photography for the 21st Century*. Clifton Park, NY: Thomson Learning, Inc.

Sharma, A. (2004). *Understanding Color Management*. Clifton Park, NY: Thomson Learning, Inc.

** Other Bibliographies as indicated on Blackboard or attached to a given lecture.