Syllabus

Art 340 - Digital Photography I
Fall 2015
Schedule 20221 & 20220
School of Art Design & Art History
San Diego State University

CRAIG CARLSON
First Meeting Check List

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Grade Conferences
Attendance Policy & Rules
Prerequisites
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Course Requirements
Course Text
Text Reading Assignments
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Classroom Etiquette, Academic Probation, Cheating, Plagiarism
Notebook Term Project
Material Requirements
SDSU Art Department Server

Wednesday Requirements-This Will Be Graded:
Bring Prerequisites & Camera You Plan To Use In Class,
1) 2” binder with see through view cover which will hold your cover design,
(2) 8 Tab separators (Avery Type) which will be used to organize syllabus, projects, galleries, and video notes,
(3) Text available only at Aztec Shops,
(4) Create a tab separator (filled out) for each of these items, in the given order:
   (a) syllabus,
   (b) one for each five assignments, (Projects 1–5),
   (c) video notes,
   (d) (no tab needed) position the class text (always bring it to class) at the back of the binder.
Art 340 SYLLABUS DIGITAL PHOTOGRAPHY 1

Art 340 Digital Photography I
Craig Carlson: Lecturer • carlson1@mail.sdsu.edu • Web: craigcarlson.net

Office Hours: Immediately following class.

Fall Duration: 31 Meetings.
Monday & Wednesday, beginning Monday, August 24, through Wednesday, December 09, 2015.
12:00 Section 2, 12:00 — 2:40 PM - Schedule No. 20221
3:30 Section 1, 3:30 — 6:10 PM - Schedule No. 20220

Final Examination: attendance is mandatory.
12:00 Section 2, Wednesday, December 09, 2015, 12:00 — 2:40 PM /Notebooks & Project 5 Due
3:30 Section 1, Wednesday, December 09, 2015, 3:30 — 6:10 PM /Notebooks & Project 5 Due

Grade Conferences: scheduled appointments, attendance is mandatory.
12:00 Section 2, Monday, December 14, 2015, 9:00 — 11:00 AM / Bring Notebook
3:30 Section 1, Monday, December 14, 2015, 11:00 — 2:00 PM / Bring Notebook

Attendance Policy and Rules:
I affirm a rigorous attendance policy. Consistent and prompt attendance develops responsible professional behavior and insures that students have access to the full range of experiences and information necessary to complete the course assignments and acquire the skills and knowledge emphasized in a university education.
Student absences during the term are not to exceed 2. If absences exceed 2 it will adversely affect your grade and possibly result in a failing grade. After two absences your grade will drop one full letter grade.
Excused absences (-1 Participation Point) are to accommodate routine illness, weddings and car trouble.
Unscheduled and unacceptable absences: (-1 Participation Point) doctor appointments, advisor conferences, trips to supply stores and labs, employment, family vacations, other than Art 340 school excursions, are not to be scheduled to conflict with class.
Rule One: You must notify me by Email if you will be tardy or absent (state the reason in your email) from class and this notification becomes a part of your class attendance record and participation points. Without this notification by Email your absence from class will be recorded as an unexcused absence (-1 Participation Point).
Rule Two: A tardy deducts one point from your assignment goals portion of grading on a given project. Three tardies equal one absence. Tardiness is defined as being late for class or departing before the instructor has formally dismissed the class. This is a rule specifically designed to encourage class participation, If you are going to miss class, or leave class early, arrangements need to be made prior to class time. Tardies are tallied under assignment goals.
Rule Three: Students who miss lectures and class discussions due to absences must obtain notes for the classes missed and assignments from a responsible and willing classmate prior the next class period. The instructor will be happy to clarify information for students who are confused, but cannot repeat lectures, tutorials or elaborate on projects on an individual bases.
Prerequisites:
All students must show by second meeting, an registrar record (electronic or print) confirming prerequisites and art major codes. Grade of C (2.0) or better in Art 100 (Drawing & Composition), 101 (2D Design & Color), Art 102 (Drawing & Composition), Art 103 (Three Dimensional Design).
Course Description:
Introduction to visual expression using digital photographic capture. Introduction to the theory of color and light. Adobe Photoshop® CC 2015, is used for editing digital files.
Course Requirements / Text / Projects / Camera Equipment

Course Requirements:
Absolute class attendance and participation in discussions and assignments. A series of five class projects with tutorials, including outside participation in organization and planning. Semester length notebook project, reading assignments, lectures, demonstrations, tutorials, will be reinforced with three quizzes, midterm, final exam and participation points for a total of 250 points. Grades are assigned on a standard percentage point scale given below.

Required Course Text: *Look Before You See*, (Updated For CC 2015)
by Craig Carlson,

Text Reading Assignments:
Reading Assignments are assigned in the lesson planner and are due on the date listed.

Projects and Grading: There is a due date for each part of a project. Due dates are given for Gallery, Concept, Rough Critiques and Final Image grading. On due dates you must present your class work for my grading & or critique, or you will receive 0 points.

Grading Scales:

<table>
<thead>
<tr>
<th>Twenty-Five Point Project Grading Scale</th>
<th>Thirty Point Grading Scale</th>
<th>Two Hundred Fifty Point Semester Grading Scale</th>
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</thead>
<tbody>
<tr>
<td>25-23 points</td>
<td>30 points</td>
<td>225-250 points</td>
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<tr>
<td>22 points</td>
<td>26 points</td>
<td>220-224 points</td>
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<td>215-219 points</td>
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<td>195-199 points</td>
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<td>18 points</td>
<td>18 points</td>
<td>190-194 points</td>
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<td>17.50 points</td>
<td>20-18 points</td>
<td>175 points</td>
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<td>16 points</td>
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<td>170-174 points</td>
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<tr>
<td>15 points</td>
<td>15-14 points</td>
<td>165-169 points</td>
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<td>14 points</td>
<td>13-12 points</td>
<td>150 points</td>
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<td>11-10 points</td>
<td>145-149 points</td>
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<td></td>
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<td>125-144 points</td>
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</tbody>
</table>

No Make-Up Policy: due to the fast pace and the nature of the class, there is no make-up policy for late work. You can not receive full credit for any part of an incomplete assignment. You can complete the missed assignments and consideration for partial credit would be given.

Lesson Plan Column Symbols: column symbols on the lesson plan pages represent when a project is assigned and graded; ● = Assignment Given ★ = Grading Event

Camera Equipment: you are not required to purchase a camera for this class. You must have access to a manual single-lens-reflex digital camera or a manual, single lens reflex film camera, for class projects. The film or digital camera must have manual camera controls, shutter, aperture, focus and a working light meter. Nelson Photo has a limited supply of rental cameras (619-234-6621). The instructor will detail camera requirements and check out procedures during the first two class meetings.
Classroom Etiquette / Academic Probation / Cheating / Plagiarism

Classroom Etiquette: No Cell Phone Use Whatsoever During Class (No Texting), Just Put It All Away:
Portable lap top computers, pagers, blackberries, personal data assistants or any electronic device must be
turned off during lectures, critiques, presentations, video or DVD programs. Use your pencil and paper to
take notes.

Academic Probation:
Students on academic probation should identify themselves to me privately. I will monitor your progress dur-
ding the class and conference with you to discuss grade status. I will not adjust my grading criteria if your grade
falls below academic standards which would suspend you from the University or delay your graduation.

The Penalty For Cheating:
Any form of misrepresentation, lying, plagiarism, copying others’ work, claiming work that is not entirely
your own as our own without crediting others, use of any unauthorized aids during an examination- including
other students’ work, dishonesty on ANY assignment will result in an “F” in the class and a hearing before the
university judicial officer. Disciplinary probation, which remains on your record for five years, or suspension
from the university may result. See the section in the SDSU General Catalog on “Plagiarism” and University
sanctions for plagiarism. There are NO acceptable excuses for CHOOSING to compromise your integrity by
cheating. Drop this class if you feel you may not be able to resist the temptation to cheat.

Plagiarism Defined for Art 340 Students:
All of your work, every exposure on every proof sheet, every print made for assignments, every scan and
optimization, every selection done in Photoshop, every rough, gallery mounted piece on bristol board, any
work presented to me by you of work done in this class: MUST BE DONE BY YOU! If not done by you, it will
be considered a form of misrepresentation, lying or plagiarism defined by the above University Policy.

Jason Tatoy
Notebook Term Project Assignment

The class notebook is 15 points of your total grade. The notebook is a record and reference of your class experience and final grading of your notebook is done during the final exam for 10 points. The required items for the notebook are given below and are checked at the beginning of the class with prerequisites for 5 points.

The notebook should not have mixed subjects from other classes and should only contain class work. The notebook must be a 2” three ring binder with a plastic presentation sleeve on the front of the binder. The sleeve is used to place your cover design and is judged for creativity and readability. The binder is to be brought to each class meeting with text, as it will be your guideline and workbook for the semester.

Required:
(1) 2” binder with see-through view cover which will hold your cover design,
(2) 8 Tab separators (Avery Type) which will be used to organize syllabus, projects, galleries, and video notes, and
(3) Bristol Board to be used to mount galleries, viewfinder, and drawn thumbnails.

Notebook Cover Design

4. The binder cover presentation sleeve is for identification. A part of the notebook project is to create a graphic composition in Photoshop, or other page layout application which represents the contents of the binder. Design a creative cover which explains the contents of your notebook using the images made in this class. You must include your name, class number (i.e. Art 340) and semester/year. Have fun with this part of the project. The cover design is worth 5 points and will be graded during the final exam.

5. Create a tab separator for each of these items, in the given order:
   (A) syllabus
   (B) one for each five assignments, (Projects 1–5),
   (C) video notes, and
   (D) (if DVD burner available) project files backup DVD storage sleeve (supplied),
   (E) lastly, (no tab needed) position the class text at the back of the binder.

* Always Bring Your Text To Each Class Meeting.

Notebook Grading

Part One: 2nd Class Meeting, 5 Points: binder, page separators with tabs identified (filled out) & text.
Part Two: During Final Exam, 5 Points: contents (all class work) & 5 Points: cover design.
Week 1-4

Lesson Planner

● = Assignment Given  ★ = Grading Event

Week 1  August  24 M
Art 312: Introduction / Office Hours / Fall Class Duration / Final Exam
Grade Conferences / Attendance Policy & Rules / Prerequisites
Course Description / Course Requirements / Course Text
Reading Assignments: Texts / Projects & Grading Scales
No Make-Up Policy / Lesson Planner & Symbols
Camera Equipment / Classroom Etiquette …
Notebook Term Project
Material Requirements / SDSU Student Art Server
Break
Student Information Sheets
● Notebook Term Project, Syllabus Page 6, & In Text, Page 69
● Wednesdays Requirements - This Will Be Graded
Read Syllabus & Become Familiar With The Text, Pages 1-7

26 W
Art 216: The Pixel / ★ Bring Camera* / Bring Prerequisites
★ Grade: Notebook, Text, Tab Separators / Show Camera
Digital Capture: Dynamic Range, Resolution, Color, Read: Pages 9-27
Break
Art 216: Introduction To Photoshop / Screen Resolution
Monitor Profiling / Photoshop Color Settings & Profile Mismatch, Pages 49-52
CC 2015 GUI & Preferences Pages / Mac OS & Keyboard Shortcuts, Page 94
Setting CC 2015 Art 340 Work Space / Info Panel / Navigation / Crop Tool
Read pages 95-100

Week 2  31 M
Art 312: ★ Bring Camera* / Handling The Single-Lens-Reflex Camera
Holding The SLR / Camera Controls / Focusing Controls / Menu Displays
Pages 29-39
Break
Controlling Light: Shutter & Aperture / Stops / Halving & Doubling
Read: Pages 40-45
● Project 1 Galleries Assigned / Pages 70-71

September 02 W
Art 312: Light & Shadow Project 1 Assigned / Review For Quiz 1
★ Grade: Project 1 Galleries / Review Shutter-Aperture / ISO
*Bring Camera* / Project 1 Assignment Sheet & Grading Page 73
Image Vocabulary / Dynamics Of Light / Read: Pages 82-93
Project 1 Workflow, Page 75-76 / Making Images For Project 1, Pages 77-81
Break
Bridge Digital Workflow / Read: Pages 53-59

Week 3  September 07 M
No Class / Labor Day / Campus Closed

09 W
Art 312: ★ Take Quiz 1* / Class Shoots Project 1 / ★ Bring Camera
Bring (3) Graphic Items / Taking A Light Meter Reading, Page 109
Break
Work On Project 1 Proof Sheets
★ Grade: Yes (10 image proof) & Maybe (10 image proof)
Critique Proof Sheets

Week 4 14 M
Art 216: Camera Raw Workflow, Page 60-66
Tutorial: Project 1 Workflow, Page 75 / Break
★ Grade: Project 1 Rough and Critique

September 16 W
Art 216: More Camera Raw / Brand New Day Workflow, Page 76
Finish Project 1
Art 312: Critique Project 1 Finals
### Week 5

**September 21 M**
- **Art 312: Grade Project 1**
  - See Project 1: Grading, Page 73
- **DVD: Ansel Adams, Page 128-129 / ● Project 2 Galleries Assigned**

**23 W**
- **Art 312: “Look” Project 2 Assigned, pages 102-105**
  - ★ Grade: Project 2 Galleries
  - Content (Subject) As Mirror Or Window, Page 107
  - Look: Content / Symbol / Form / Figure-Ground, Pages 114-127
  - Design Elements: Line, Primary & Secondary Shapes
  - Unmasking Shapes / The Three Sisters: Light, Tone, Texture (contrast)

**Week 6**

**28 M**
- **Art 312: *Bring Camera* / Light Meters / Depth of Field / Review For Quiz II**
  - Light Meters / 18 % Gray Card, Read Pages 108-109
  - 12 Bit Histograms & Exposure, 112-113

**30 W**
- **Art 216: *Take Quiz II***
  - Selection Tools & Channel Mask Lab Tutorials, Pages 132-134
  - First Look: Adjustments Panel: Targeted Adjustment Tool
  - Project 2 Workflow, Page 106

### Week 7

**October 05 M**
- **Art 216: Work On Project 2 Proof Sheets**
  - Work On Project 2 Roughs / Brand New Day Workflow, Page 76

**07 W**
- **Art 216: Work On Project 2**

### Week 8

**12 M**
- **Art 312: “See”: Project 3 Assigned / *Bring Camera***
  - ★ Grade: Project 3 Galleries / Viewing Frame Due, See Page 152
  - Read: Assignment Overview / Grading / Vocabulary, Page 149-143
  - Vantage Point / Focal Length / Frame & Tension / Fixing Camera Time
  - Read Pages 164-181 / Focal Length Page 153 / Student Work 183-184

**14 W**
- **Art 312: Color Theory: The Nature Of Photographic Light**
  - *Field Trip Info* / What's A Color Model / Photographic Color Wheel
  - Kelvin Temperature / Electromagnetic Spectrum / Photoshop Color Modes

**14 W**
- **Evening Lecture By Photographer Paul Turounet / Details To Be Announced**

**October 17 Sat**
- **Field Trip: To Gaslamp - Times To Be Announced**
Lesson Planner

= Assignment Given  ★ = Grading Event

Week 9  October 19 M  Art 216: ★ Project 2 Graded / Review For Midterm
See Project 2: Grading, Page 104 / Work On Project 3 Proof Sheets
Work On Yes (10 image proof) Maybe (10 image proof)
Develop (2) Images
Break
Grade Project 3 Proof Sheets & Critique
21 W  Art 216: *Take Midterm* / Tutorial: Project 3 Workflow, Page 144
★ Art 312: Grade Project 3 Rough & Critique
● Project 4 Gallery Assigned

Week 10  26 M  Art 312: Project 4 Surrealist Photocomposite Theme
Surrealist Themes / Artists: Man Ray & Lee Miller / Barbara Morgan
Jerry Uelsmann, Ralph Gibson / Concepts & Galleries Graded 11/02
Break
DVD: Man Ray, Page 190
Read: Pages 187-189 / See Student Work, Pages 191-193
October 28 W  ★ Art 312: Project 3 Graded
Photo Demonstration: Table Top Photography
Work On Project 4 Drawn Thumbnails / Bring Bristol Board & Drawing Kit
Bring (2) Surrealist Books For Source Material & Sharing In Class
Critique First Drawn Thumbnails / Drawn Thumbnail Example, Page 189

Week 11  November 02 M  Art 216: Tutorials: Layers Panel & Gradient Blend / Mirrored Symmetrical,
Tutorials Continued: Paste Special > Paste Into Command / The Eye
Break
★ Project 4 Concept Thumbnails & Galleries Graded / Critique
04 W  Art 312: Roll / Work On Table Top Photography / Scanning
Work On Project 4
Art 216: Work On Yes (10 image proof) Maybe (10 image proof)
★ Grade Project 4 Proof Sheets & Critique

Week 12  09 M  Art 216: Roll / Work On Project 4
Break
★ Project 4 Rough Graded / Critique
● Project 5 Galleries Assigned

November 11 W  No Class / Veteran’s Day / Campus Closed

Week 13  16 M  Art 312: Project 5 High Dynamic Range Imaging
★ Project 5 Galleries Graded
Break
Photo Demonstration: High Dynamic Range Imaging
Read Pages 194-196
Student Work, Page 200
November 18 W  Art 216: Introduction To Photomatix Software
Each Student Must Bring A Minimum Of 2 Sets Of HDR Exposures
★ Grade Project 5 Proof Sheets (See Requirements) & Critique
★ Grade: Project 5 Rough Projected & Critique
Week 14 - 17

Lesson Planner

● = Assignment Given  ★ = Grading Event

Week 14  November 23  M  No Class - Compensation For Gas Lamp Field Trip
          25  W  No Classes - Campus Open
          26–27  Thanksgiving Holiday: Campus Closed

Week 15  November 30  M  Art 216: Review For Quiz III
          ★ Grade Project 4: See Project 4 Grading, Page 188
          Work On Project 5
          Project 4 Final Critique

          December 02  W  Art 216: *Take Quiz III* / Continue Grading Project 4 / Open Lab
          Work On Project 5 / Notebook Cover

Week 16  07  M  Art 216: Review For Final Exam / Work on Project 5 / Last Laboratory Break
          ★ Notebooks Cover Critique & Grading
          Ready Final Class Meeting
          *If All Assignments Completed, See Me Before Leaving Lab

          09  W  ★ ★ ★  Art 312: Final Exam • Notebooks Graded • Grade Project 5
          Final Critique Project 5 Color Prints
          Grade Conferences Scheduled / Attendance Is Mandatory

Week 17  December 14  M  Art 312: Scheduled Grade Conferences / Grades Assigned
          Bring Notebook / Attendance Is Mandatory

Pharon Baker
Materials

Overview
There are a few, but minimum materials required for this class. They include: notebook materials, bristol board, secure digital card reader, compact flash card readers are available from the instructor, 4-8 gigabyte flash drive or an external drive like LACie Rugged with 800 Firewire or Thunderbolt Connections.

Required:
(1) 2” binder with see through view cover which will hold your cover design,
(2) 8 Tab separators (Avery Type) which will be used to organize syllabus, projects, galleries, and video notes,
(3) Bristol Board to be used to mount galleries, viewfinder, and drawn thumbnails,
(4) Secure digital card reader (for downloading when not in lab),
(5) 4-8 gigabyte flash drive,
(6) Text.