ART 294 Z Digital Photography and Imaging
SPRING 2005, Tuesday and Thursday – 8:30-11 am

Instructor: Krista Steinke
Office: Art Office/ studio room 103
Hours: T/TH: 12:00-2:00,
M, W, F: by appointment
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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 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 slides, 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. At the end of the course, Students will present a final portfolio of work that demonstrates an aesthetic application and understanding of technical information as well as a developed personal vision.

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. Attendance on Quiz Day is mandatory.

PAPER AND PRESENTATION:
Students will be expected to write a short paper on an issue pertaining to digital technology. Students will give a short in class presentation with visuals on the topic.

SKETCHBOOK:
Students are strongly encouraged to keep a sketchbook/journal. You should strive to make at least 2 contributions a week – 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), should get into the habit of carrying a sketchbook with you at all times.

**PARTICPATION:**
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.

**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.

**TEXT:**
****Photoshop from A to Z – in the bookstore

**RECOMMENDED TEXTS:**
It’s helpful to have at least one text on PhotoShop for a resource guide.
Classroom in a Book, Photoshop 7.0
Visual Quickstart Guide for Photoshop 7
PhotoShop 7 Bible
Adobe Photoshop – [www.adobe.com](http://www.adobe.com)
Digital Photographer’s Handbook by Tom Ang

**MATERIALS:**
Students will need some kind of camera for image taking. This preferably should be a digital camera. The school has one digital camera available for checkout. Traditional 35mm or a simple point and shoot can also work – but will involve extra steps in terms of developing film.
- A notebook (can be your sketchbook) specifically for this class in which to take notes and write down assignments
- Something to write with
- A folder specifically to hold reading handouts and technical information sheets
- Photographic Paper for the Printer
- Box, file, or portfolio case to store finished prints
- Rewritable CDs/DVDs for storage and Portfolio
- Flash USB drive
- Presentation Supplies – more on this later in semester

**OPTIONAL**
- Digital Camera, Tripod, and other “shooting” equipment (also available to checkout)
- 35 mm Slide and Print Film (more details later)

**ATTENDENCE:**
You are expected to attend every class. If you are more than 15 minutes late, you will be marked absent. Missing 3 classes (unexcused) automatically drops your grade one letter. Your grade will continue to drop a half a letter with every absence after three. More than 6 absences constitutes a failing grade or may result in an instructor withdrawal. If you anticipate being absent or late due to illness or other legitimate reasons, please call, email, or talk to me in person. **IF YOU ARE LATE OR ABSENT, IT IS YOUR RESPONSIBILITY TO FIND OUT**
WHAT YOU MISSED. Incompletes will only be allowed in the case of severe illness or emergency.

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 is more subjective. The instructor reserves the right to apply qualitative judgements 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
- EFFORT AND ENGAGEMENT

• "A": Excellent, outstanding achievement and mastery of skills
• "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 60%
Quiz 10%
Paper/Presentation 10%
Class Participation 20%
TOTAL POINTS 100%

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.

DIABILITY STATEMENT:
If you believe that you need accommodations in this class, you are encouraged to contact the Learning Services Office as soon as possible to enhance the likelihood that such accommodations are implemented in a timely fashion.

ACADEMIC HONESTY POLICY:
Please refer to the Moravian College policy in the Student Handbook.
CLASSROOM RULES AND EQUIPMENT:
We will discuss lab rules and equipment checkout rules in class.

SUGGESTED READING:
Posthuman, Jeffrey Deitch
Metamorphosis, Aperture
Photography After Photography
The Second Self; Computers and the Human Spirit by Sherry Turkle
Simians, Cyborgs and Women by Donna Haraway
The Boundaries of Humanity: Humans, Animals, Machines by Sheehan and Sosna
Being Digital by Nicholas Negroponte
The Reconfigured Eye: Visual Truth in the Post-Photographic Era by William Mitchell
Culture of the Copy by Hillel Schwartz
Image World: Art and Media Culture by Lisa Phillips and Marvin Heiferman

*Further Additions to this list as semester progresses

OTHER RESOURCES:

BOOKS AND MAGAZINES- Reeves Library has an expanding collection of 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 one field trip will potentially be scheduled for the class.

Internet- The web is a tremendous resource for finding examples of work by digital artists and photographers as well as other useful information on digital technology, techniques, equipment, etc. Go to Google or another search engine and do a search for “digital photography” and see what you can find. Bring your finds to class!!!!!

****Check out these:
bradely.edu/exhibit95/
agfanet.com
alternativemuseum.org
zonezero.com
eyecaramba.com
thesight.com

The Media- Pay attention to articles in newspapers and magazines. Photographic images are EVERYWHERE and 99% of them been digitally altered. Be observant and critical of what you see. Bring to class any interesting finds!

Look at your surrounding as if it were an image. Make careful observations on light and shadow, design motifs, textures, subject matter, compositions, etc. Make notations in your sketchbook!
FOR THURSDAY, JANUARY 13, 2005

1) Bring in a few found images (magazines, books, internet, etc) that you think are successful or NOT successful. Write down three reasons why you feel this way. You will be scanning and importing these images into the computer for 1st assignment.

READING: Hand out on Copy Right Information.

Assignment #1:
Using a Found photograph (from above), change or manipulate the image so that it does not infringe on Copy Right Issues. (this should NOT be an image off the internet)
Use the tools and filters in PhotoShop but DO NOT add additional photo information to the image.

DUE FOR CRITIQUE ON THURSDAY JANUARY 20, 2005