ART 268 Digital Photography and Imaging
SPRING 2009, Tuesday and Thursday – 8:30-11:00

Instructor: Krista (Steinke) Finch
Office: Art Office/ studio room 103
Office Hours: Tuesday 3:30-4:30 and Wednesday 12:30-3:30 or by appointment
Phone: 861-1675 (art office)
Email: meklso2@moravian.edu
***Please note that email is the best way to communicate with me

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 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.

Prerequisite: ART 131 or permission of instructor. Students who do not have Macintosh Computer experience will be required to attend a short workshop at beginning of the semester.

GOALS: Students will:
- understand how digital images are made and the theoretical and formal issues that shape the medium, especially as it pertains to the history of photography and mass media production.
- become familiar with the fundamental language of digital imagery and be able to formally and conceptually critique and analyze a digital work of art.
- become familiar with the basic rhythms of the creative process in order to apply concepts of problem solving as it applies to the medium.
- learn the basic technical skills required in digital imagery and be able to creatively apply them in their work.
- Learn to visually articulate or express their own concepts and ideas through the digital photo medium.
REQUIREMENTS:
- keep a sketchbook/journal
- complete all class readings
- complete 8 main projects and several shorter tutorials and exercises
- attend required lectures, film screenings, or art exhibits outside of class that pertain to course topics
- actively participate and contribute to class discussion and critique
- take a Mid-term Quiz on technical information
- Write and present a paper

There will be approx. 8 main projects:
- The Copy Right Exercise and the Fair Use Rule
- Creative Contact Sheet
- Digital Landscape
- Time and Space: The Stitcher and Panoramic Exercise
- Changing perspective and scale
- Compositing: The Moravian Student Hybrid
- The Other Self – Alter Ego, Twin, or Doppelganger
- The Digital Collage: Creative Scanning and Printing Techniques

****Students should be prepared to work 6-8 hours a week outside of class time to adequately prepare for this class.*******

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 required to keep a sketchbook/journal. Sketchbook assignments will be given throughout the semester. You should also strive to make at least 2 contributions a week on your own—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), you should get into the habit of carrying a sketchbook with you at all times.

FIELDTRIP:
Students are required to attend the department fieldtrip to New York City, tentatively scheduled for Friday, April 3.

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.

CLASS TEXT:
Light and Lens: Photography in the Digital Age, by Robert Hirsch (in bookstore)

RECOMMENDED TEXTS AND SUGGESTED READING:

Technical references:
*It’s very helpful to have at least one text on Photoshop for a resource guide.*
****Adobe Photoshop CS3 from A to Z (in bookstore)
****The Adobe Photoshop CS3 Book for Digital Photographers, by Scott Kelby (in bookstore)
Adobe Photoshop – www.adobe.com
Classroom in a Book, Photoshop CS3
Digital Photographer’s Handbook by Tom Ang
Photoshop Bible
Visual Quick Start Guide for Photoshop CS3

MATERIALS:
Camera: Students should have their own digital camera. The preferred camera is a Digital SLR but a good point and shoot will suffice. The school also has two cameras available for checkout when necessary.

All students enrolled in digital media courses are now required to have an external hard drive for storage of work.

- A notebook (can be your sketchbook) specifically for this class in which to take notes and write down assignments
- A folder specifically to hold reading handouts and technical information sheets
- Photographic Paper for the Printer (and other paper types for experimentation in printing)
- 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
- Tripod, Lights, and other “shooting” equipment (also available to checkout)
- 35 mm Slide and Print Film (more details later)

ATTENDANCE:
The Art Department established this department-wide attendance policy to apply to students in all art classes.

After the second **unexcused absence**, final grade will be dropped by one full letter. After the fourth **unexcused absence**, student will receive a failing final grade.
An excused absence is one confirmed by a note from the Dean’s Office, Student Services, the Learning Center, or verified with a doctor’s note (within 24 hours of illness). Death in family should be confirmed with Student Services.

Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.

Job interviews or doctor’s/dentist’s appointments are not to be scheduled during class and are not excused.

Missing Portions of Class: The following count as unexcused absences

- More than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class half an hour or more early without permission
- Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

If you are late or absent, it is your responsibility (not the professor’s) to find out what you missed and to catch up in a timely manner.

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 are more subjective. The instructor reserves the right to apply qualitative judgments 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 (including completing project on time)
- 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   50%
Quiz                      10%
Paper/Presentation    10%
Class Participation    20%
CD Portfolio            10%
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:
Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

ACADMEMIC HONESTY POLICY:
Cheating on exams or quizzes will not be tolerated and will result in a 0 or F. Written assignments are designed to engage students with material covered in class through visual participation and personal reaction. Papers must be your own thoughts, impressions and reactions. The Internet can provide valuable source material, but you must participate by visiting the artwork yourself, in person, and offering your own viewpoint. Plagiarism in any form will not be tolerated. Be aware that I read student papers on the same subjects every semester and I am very familiar with a variety of information published on the web.

For further information, 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.

Selection of Photographers/Artists to Research
Adam Fuss
Anna Gaskell
Anthony Aziz and Sammy Cucher
Beate Gutschow
Bill Viola
Charlie White
Craig Kalpakjian
Daniel Lee
Dave McKean
Gregory Crewsdon
Ike Ude
Jeff Wall
Jeremy Blake
Jerry Ulesman
Jim Campbell
John Baldessari
Joseph Scheer
Keith Cottingham
Kelli Connell
Loretta Lux
Maggie Taylor
MANUAL
Mariko Mori
Martina Lopez
Mathew Barney
Nancy Burson
Oliver Wasow
Paul Pfiefer
Pedro Meyer
Robert Lazarini
Shirin Neshat
Stephan Hillerbrand and Mary Magsamen
The Starn Twins
Yasumasa Morimura
| WEEK 1 | Monday | January 20 | Intro to course | -Bring in an image that you find interesting for Thursday  
-RESEARCH: Fair Use Rule  
-READING: Light and Lens, CH 1  
NYFA Interactive, "Copy Right, Fair Use, and the New Borrowers"  
-Have images scanned into computer by next class |
| WEEK 2 | Tuesday | January 27 | TUTORIAL: Intro to PhotoShop Basics Work on Copy Right Project | -DUE next class: Assignment #1 |
| Wednesday | January 29 | CRITIQUE: Copy Right Project PRESENT ASSIGNMENT #2: "Creative Contact Sheet" LECTURE: Intro to Camera Basics | -SHOOT: Assignment #2  
-READING: Light and Lens, CH 3 & 10 |
| Thursday | February 5 | DISCUSSION: present ideas for creative contact sheet project OPEN LAB | -RE-SHOOT: Assignment #2 |
| WEEK 3 | Tuesday | February 3 | TUTORIAL: Adobe Bridge, Creating digital Contact Sheets | -DUE next class: Assignment #2 |
| Wednesday | February 5 | DISCUSSION: present ideas for creative contact sheet project OPEN LAB | |
| Thursday | February 12 | CRITIQUE: Creative Contact Sheet PRESENT ASSIGNMENT#3: "The Digital Landscape" | -READING: Light and Lens, CH 4,  
Art News, “Reality Bytes”  
-SKETCHBOOK: Brainstorm for ideas for Assignment 3 |
| WEEK 4 | Tuesday | February 17 | TUTORIAL: Making Selections, working non-destructively, color correction and levels OPEN LAB | -SHOOT: Assignment #3 |
| Wednesday | February 19 | TUTORIAL: Shadows, Scale, and Lighting Effects LECTURE: Vocabulary OPEN LAB | -Work on Assignment #3  
-QUIZ NEXT THURSDAY |
| Thursday | February 24 | OPEN LAB LECTURE: Quiz Review Sheet WORKING CRIT: Assignment #3 | QUIZ NEXT CLASS  
DUE next class: Assignment #3 |
| WEEK 5 | Tuesday | February 26 | QUIZ CRITIQUE: Assignment #3 | -SHOOT: Assignment #4  
-SKETCHBOOK: Choose topic for |
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<th>Date</th>
<th>Assignment Details</th>
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<tr>
<td>February 27</td>
<td><strong>PRESENT ASSIGNMENT #4:</strong> “Time and Space: The Stitcher Project”</td>
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<td><strong>PRESENT:</strong> “Paper and presentation”</td>
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<td><strong>MIDTERM</strong></td>
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<td><strong>READING:</strong> <em>Light and Lens</em>, CH 5, “Farewell to the Revolution”</td>
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<td><strong>WEEK 7</strong></td>
<td><strong>SPRING BREAK ENJOY !!!!!!!</strong></td>
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<td>March 2-6</td>
<td>SEE ABOVE</td>
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<td><strong>WEEK 8</strong></td>
<td><strong>TUTORIAL:</strong> Stitching images together in Photoshop</td>
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<td>Tuesday March 10</td>
<td><strong>DISCUSSION:</strong> paper topics (sign up)</td>
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<td>Thursday March 12</td>
<td><strong>OPEN LAB</strong></td>
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<td><strong>Payne Gallery Opening</strong></td>
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<td><strong>WEEK 9</strong></td>
<td><strong>CRITIQUE:</strong> Assignment #4</td>
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<td>Tuesday March 17</td>
<td><strong>PRESENT ASSIGNMENT:</strong> #5 “Scale and Perspective”</td>
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<td><strong>THURSDAY</strong></td>
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<td>Thursday March 19</td>
<td><strong>TUTORIAL:</strong> Toy Model Photography</td>
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<td><strong>WEEK 10</strong></td>
<td><strong>CRITIQUE:</strong> Assignment #5</td>
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<td>Tuesday March 24</td>
<td><strong>PRESENTATIONS</strong></td>
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<td>Thursday March 26</td>
<td><strong>PRESENTATION:</strong> #6 “Class Hybrid and Compositing”</td>
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<td><strong>PRESENT ASSIGNMENT:</strong> #7 “The Other Self”</td>
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<td><strong>WORK ON PROJECT #6 and #7</strong></td>
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<td><strong>WEEK 11</strong></td>
<td><strong>DISCUSSION:</strong> “Digital imaging and identity”</td>
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<td>Tuesday March 31</td>
<td><strong>TUTORIAL:</strong> Compositing and Layer Masks/ Color Correction</td>
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<td><strong>ACTIVITY:</strong> Photo classmates</td>
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<td>Thursday April 2</td>
<td><strong>OPEN LAB</strong></td>
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<td><strong>WEEK 12</strong></td>
<td><strong>CRITIQUE:</strong> ASSIGNMENT: #6</td>
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<td>Tuesday April 7</td>
<td><strong>OPEN LAB</strong></td>
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<td>**DUE next class: Assignment #6</td>
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<td>Thursday April 9</td>
<td><strong>CRITIQUE:</strong> ASSIGNMENT: #7</td>
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<td><strong>OPEN LAB</strong></td>
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<td>**DUE next class: Assignment #7</td>
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<td><strong>READING:</strong> <em>Light and Lens</em>, CH 7 &amp; 8</td>
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<td><strong>WEEK 13</strong></td>
<td><strong>CRITIQUE:</strong> ASSIGNMENT: #7</td>
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<td>Tuesday April 14</td>
<td><strong>ACTIVITY:</strong> Creative Scanning Project</td>
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<td><strong>PRESENT ASSIGNMENT:</strong> #8 “Part 1: Creative Scanning”</td>
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<td>Thursday April 16</td>
<td><strong>DUE next class: Creative Scans</strong></td>
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<td><strong>READING:</strong> <em>Apple.com</em>, “Dave”</td>
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<td>WEEK 14</td>
<td>“Part 2: Digital Collage”</td>
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<td>OPEN LAB</td>
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<td>Thursday</td>
<td>April 30</td>
<td>CRITIQUE: Assignment #8</td>
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<td>TAKE HOME FINAL EXAM: CD Portfolio</td>
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<td>May 4-9</td>
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<td>FINALS WEEK</td>
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