

**VCAD 206, Digital Photography, 3 Credits**  
Syllabus, VSU, Department of Art and Design, Fall 2009

Dr. V.Y.R. Bates-Brown, Professor

- Office and Hours:** 216-E, Harris Hall, Standard hours will be provided  
Additional hours with an appointment
- Mail Box Within Office:** Within the Art and Design Office 216, Harris Hall
- Department Address:** Department of Art and Design, Office 216, Harris Hall  
PO Box 9026, Petersburg VA 23806
- Telephone:** 804/ 524-5096
- Email:** [vbates@vsu.edu](mailto:vbates@vsu.edu)  
Only use your VSU email address to contact the professor. Your other email companies will not be read or replied to.
- Course Website:** <http://blackboard.vsu.edu/>
- Technical Problems:** Problems with Blackboard call:  
Helpdesk at 1-800-630-8917  
Or go to student Help area in Harris Hall

### **Course Description**

A digital approach to photography as a communication tool; Discussion of photography fundamentals; Introduction to photo-correction software and techniques

**Prerequisite for Course:** ARTS 102, 108

### **Text**

Your textbook for this course is [A Short Course in Digital Photography](#),  
Authors: Barbara London & Jim Stone, ISBN: 978-0-205-6-4592-3, copyright 2009  
by Barbara London and Jim Stone, Prentice Hall publisher

Use the photography manual that is specific for the camera you will be using in this course.

Also, use resource books, magazines, handouts, companies, and people knowledgeable on topics of interest on photography. Also, refer to the publications and other resources listed in this syllabus for some resources.

## Course Objectives

1. Students will research and discuss the history of photography through current day photography to understand the history, film and digital photography.
2. Students will gain and/or increase photography terminology by learning and applying them in assignments and in class critiques.
3. Students will create a variety of projects that demonstrate skills with camera equipment and communicating visually with images and typography.
4. Students will gain and/or increase basic skills by using photography and Adobe Photoshop techniques.
5. Students will obtain a personal collection of their photos by shooting, organizing and using their photographs.

## Course Structure

We will have two methods for this course. One method is in the classroom. Students are expected to be in class and arrive on time for dates that the classes meet. The second method is on the Internet. For both methods, students are to use the Blackboard course site at <http://blackboard.vsu.edu/>. Also, login to Blackboard during the week to keep updated with the course agenda.

## Student's Expectation, Evaluation, and Grades for Course

In this course, participation is written, oral, visual, and demonstrated from assignments, projects, lectures, critiques, readings, research, Internet, trips, etc. Your participation results with your grade. Grades are also based on creativity, originality, technical ability and neatness (no eraser residue, smudges or frayed edges, etc.). The final grade for the course will represent the total of all grades earned during the semester.

To do well in this course you will need to follow the course structure attend the classroom sessions and participate. Also, you are to login to Blackboard to obtain information and be prepared with the appropriate assignments for each class agenda. Students are required to work on projects and other assignments during the full class time and also outside of class.

All assignments not received on the due date and/or time will equal "0." This will mean an "F" for the assignment.

Students who turn in assignments that do not meet the requirements of an assignment will receive a "D" or "F," depending on how the project was done. Passing grades are C, B, and A.

All assignments will be evaluated once. Therefore, students are requested turn in your best work on due dates to achieve the best possible grade. If a student wants to improve a grade, the assignment can be redone or revised and resubmitted for the final exam.

The grading will be on a scale of 100 points for the course. The points will equal to letter grades for studio work, prepared with the proper tools and supplies, assignments, practice work, projects, activities, individual and class critiques, and so on.

Excessive lack of participation will result with lowering the total grade to a failing grade for the course.

The final exam will be a portfolio review of all projects assigned. Specific details on the final exam will be provided. You are to make two copies of your final exam: one to be kept by the professor for the department and one for you. To submit a group of successful class projects, a student might have to redo or revise projects that were done during the semester. If you turn in low quality work, it will lower the grade of the overall portfolio final exam.

Throughout the semester, students are requested to keep a copy of all assignments and projects turned in. If you want to destroy your work, do not do it until after the semester is over. Also, after the semester is over, any course related items left by students will be discard.

If unlicensed software and files are saved on the VSU computers, they will be deleted without notice.

### **Categories for Grades**

- Projects and Assignments: 50%
- Participation (written, oral, visual) in classroom and online Blackboard): 30%
- Evaluations (Tests, Final Exam) 20%

### **Grading Scale**

A = 100 - 90    B = 89 - 80    C = 79 - 70    D = 69 - 60    F = 59 and below

### **Equipment Release and Liability**

Students will be able to use the Departments camera equipment and accessories. To do so, an Equipment Release and Liability form must be filled in. The terms on the form will be followed. The student is responsible for all items broken, lost, or stolen, etc. while they are in the possession of student, during class or while they are on loan outside of class. Students may choose not to use the department's photographic equipment and instead use any camera of your choice. Nevertheless, the assignments and projects requirements must be met.

## **Supplies And Other Expenses**

- Textbook for course
- Books and magazines for research (resources, no purchase necessary)
- The Art and Design Department has digital cameras. Students may check them out and/or use your own digital camera.
- Money to purchase supplies
- Memory card for computer and/or camera to store photos
- USB Flash Drive for computer to store photos, documents, etc.
- CDs, DVDs, external drives, etc. to store images, photos
- Camera Lenses (optional)
- Tripod (optional), the department has one
- A source for taking notes
- Computer: Can use the department's computer lab and/or one at another location
- Internet connection in class and/or at another location
- Transportation for trips (if we and/or you go on trips/photo shoots)

## **Types of software used in course**

Blackboard, VSU student email, word processor such as Microsoft Word, Adobe Photoshop

## **Any one of these web links will get you to Blackboard:**

Blackboard.vsu.edu

Blackboard <http://www.vsu.edu/pages/536.asp>:

<http://blackboard.vsu.edu/webapps/portal/frameset.jsp>

## **Directions for Student login for Blackboard <http://www.vsu.edu/pages/536.asp>:**

First initial of first name + first three characters of last name + last 4 of their V number (the number used to login to Banner)

For example: My name is John Doe and my V number is V00024545. My Blackboard username would be jdoe4545.

Your password will be your Active Directory Password. To reset your password, you must reset your active directory password.

Tip: If there are old courses you do not want to see in your courses list, click on the pencil in the upper right hand corner of the courses box, then, uncheck those courses and it will hide them.

## **Types of topics covered in Course**

History of photography, digital Images, film cameras, digital cameras, scanning, organizing and storing images

United States Copyright Office, [www.copyright.gov](http://www.copyright.gov)

Working with Photoshop: adjusting brightness, contrast, and color, editing images, etc., tools, features, and being creative

Layers, making composite images, layer masks, alpha channels, color channels, filters for special effects

Digital printing and publishing, images for computer monitors and Internet, images print

### **Types Of Projects May Include**

1. Use camera features to shoot various types of photos for a specific concept
2. Photojournalism photos for news stories, studio photography, etc.
3. Photomontage to communicate a meaning
4. Composite images created with several photographs and type
5. Individualized interest projects
6. Photographing people, places, and things
7. Photo shoots at locations to be determined
8. Photographs organized into categories
9. Etc.

### **Types Of Publications**

Against the Clock. Photography Companion for the Digital Artist. Prentice Hall, 2004

Blair, John G. Alternative Digital Photography. Delmar, 2008

Ciaglia, Joseph. Introduction to Digital Photography. 2<sup>nd</sup> ed., Prentice Hall, Upper Saddle River, N.J., 2006.

Gernsheim, Helmut. The Concise History of Photography. Thames & Hudson, 1986.

Frost, Lee. The Creative Photography Handbook. Dave & Charles Publishing, Cincinnati Ohio, 2003.

Kelly, Scott. The Adobe Photoshop CS4 Book for Digital Photographers. Copyright 2009. New Raiders.

Kelby, Scott. The Digital Photography Book. Volume 1. Copyright 2007. Peachpit Press.

Kelby, Scott. The Digital Photography Book. Volume 2. Copyright 2008. Peachpit Press.

Kelby, Scott. The Digital Photography Book. Volume 3. Copyright 2010. Peachpit Press.

Lewis, Richard and Luciana, James. Digital Media, An Introduction, Pearson, Prentice Hall, Upper Saddle River, N.J., 2005

London. A Short Course in Digital Photography. ISBN: 978-0-205-6-4592-3, copyright 2009, Prentice Hall publisher (This is the textbook for course.)

London, Barbara and Stone, Jim. A short course in Photography, 7th Ed, 2009.

Long, Ben. Complete Digital Photography, 4 ed., Delmar, 2008

Sheppard, Rob. Adobe Camera Raw for Digital Photographers Only, 2<sup>nd</sup> Ed, John Wiley & Sons, Inc., Los Angeles, CA, 2008

### **Types Of Photographic and Graphic Design Magazines and Related**

Communication Arts Magazine - <http://www.commarts.com/>

Graphic Design & Web Design Magazine - <http://www.allgraphicdesign.com/magazines.html>

Computer Graphics World Magazine - <http://www.cgw.com/>

ELLE Magazine - <http://www.elle.com/>

Vogue Magazine - <http://www.style.com/vogue/>

Print Magazine - <http://www.printmag.com/>

Graphic Design Magazine - <http://www.designertoday.com/Home.aspx>

How - <http://www.howdesign.com/GeneralMenu/>

Electronic Design - <http://electronicdesign.com/>

Digital Photo Magazine - <http://www.dpmag.com/>

Pop Photography - <http://www.popphoto.com/>

Outdoor photographer - <http://www.outdoorphotographer.com/>

Dynamic Graphics + Create - <http://www.dynamicgraphics.com/dgm/Door/28369>

Photoshop Tutorials - <http://www.computerarts.co.uk/>

Source for Photography - <http://photography.com/>

Stock Photography - <http://istockphoto.com/index.php>

Photoshop Support - <http://www.photoshopsupport.com/>

Photoshop User - <http://www.photoshouser.com/>

**Follow VSU's Policy:**

The Professor's email is [vbates@vsu.edu](mailto:vbates@vsu.edu).

Only use your VSU email address to contact the professor. Your other email companies will not be read or responded to.

Please respect all classmates and the Professor. Do not cause disturbances with the students or Professor. If so, the Campus Police will remove such student(s) from class and they may not be able to return to complete the course. Keep all cell phones turned off during class. No cell phones are to be used during class. Interruptions will not be tolerated. No eating or drinking in the classrooms, studios or labs.

Students that do not follow the VSU Honor Code will be reported and/or persecuted according to the guidelines in the Code.

Attend class and come prepared to participate; actively utilize Blackboard.