Genesee Community College
Course Syllabus PHO118-01

PHO118-01 Introduction to Digital Photography Syllabus
Course Title: *Introduction to Digital Photography*

Course and Section Number: PHO118-01

Course Term/Year: Fall/2017

INSTRUCTOR INFORMATION

Assistant Professor of Photography & Art: Mr. Joe Ziolkowski **"Mr. Z."**

Phone Number: 585-343-0055 x 6558

Email Address: jlziolkowski@genesee.edu (The Best Way to Reach Me.**)**

Office: B208 Batavia Main Campus, 1 College Road, Batavia, NY 14020

Appointments/Availability: The best way to reach me with course related issues/questions is to email me at jlziolkowski@genesee.edu. I try and check it several times a day.

When on the main campus, I can be reached in B208
- 1:00pm - 3:00pm Monday & Wednesday. (If the office door is open, I am available.)
- 12:30pm - 2:00pm Tuesday & Thursday. (If the office door is open, I am available.)
- Or by appointment

I am usually on campus and try an accommodate students schedule when I can.

Please, just ask.

Biographical Statement

Joe Ziolkowski (Jacksonville, FL, United States) received a Masters of Science in Education, Concentration: Art Education from Nazareth College of Rochester. A Master of Fine Art from the School of the Art Institute of Chicago and the Bachelor of Science from Southern Illinois University at Carbondale. He is currently Assistant Professor of Photography and Art at SUNY Genesee Community College, Batavia, NY, where he is also SUNY COIL Nodal Network Coordinator. He has also taught at several institutions including Rochester Institute of Technology, Center for Creative Studies (Detroit), Museum of Contemporary Art, the School of the Art Institute of Chicago, Columbia College. He has been awarded artist residencies at Paul ArtSpace (2016), Jentel Foundation (2013), Brush Creek Foundation for the Arts (2012), English Harbour Arts Centre (2011) and Constance Saltonstall Foundation for the Arts (2010). His work has been widely exhibited, nationally and internationally and he is the author of two monographs, Walking the Line (1992) and Pressure (1997).

Schedule: Tuesday & Thursday 2:30 pm – 4:20 pm

Room: B207 Mac Lab Classroom

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Critical thinking skills will be overtly nurtured and emphasized in this course.

COURSE INFORMATION:

Course Catalog Description:

Presents the fundamentals of digital image capture using cameras and scanners. Emphasizes the making of images and the interpretation of their character in terms of subject and form: Classical photography with digital technology. Emphasizes the post-production work needed to bring images to an audience electronically, rather than intensive post-production experience with image manipulation, special effects, "new media," or animation. Student to supply his or her own adjustable manual shutters speed and aperture digital camera and photographic supplies, batteries, memory cards and any necessary hardware accessories or software accessories to make the camera functional.

Credits: 3

When designing a class and assignments, a student is expected to work at least double the amount of hours per credit for the class. I expect you to be spending 6 hours a week on this class photographing, editing your files, writing assessments, submitting the files, participating in discussions and working on your Visual Journal.

Prerequisites: *None*

Student Learning Outcomes (SLOs):

Upon successful completion of this course, the student will be able to:
1. Demonstrate, when sitting at his or her individual work station in the presence of the instructor, the ability to optimize, edit and size a digital image. A college approved version of Photoshop will be available for the student to use during class time in a PC lab or in a MAC lab, at the discretion of the instructor. (Students can access software at the Main Campus in T207, B207, E122 & GCC Library.)
2. Identify the most effective images - chosen or assigned - for specific purposes and prepare the images for uploading to a web gallery.
3. Evaluate the effectiveness of the chosen images in terms of the technical characteristics as well as the characteristics of subject and form.
4. Evaluate the effectiveness - in terms of subject, form and technique - of images produced by class members.
5. Demonstrate mastery of the industry-standard vocabulary of digital photography by scoring a minimum eighty percent on a written exam.

6. Produce a print portfolio/or web gallery of his or her own photographs - consisting of a minimum of at least 12 images scored by a rubric - accessible to the instructor and the other members of the class.*

* This course objective has been identified as a student learning outcome that must be formally assessed as part of the Comprehensive Assessment Plan of the college. All faculty teaching this course must collect the required data and submit the required analysis and documentation at the conclusion of the semester to the Office of Institutional Research and Assessment.

COURSE OVERVIEW:

Part One

1. Areas of professional practice
2. History of photography, old masters, modern masters, controversies
3. Image as message; the Five Levels of Style Characters (content, subject, form, technique, material) with emphasis on subject and form
4. Using web resources
5. Vocabulary of the profession
6. Classic motifs: portrait, landscape, architecture, still life, social document
7. Software options: choice, installation and optimization of image-management software (A college approved version of Photoshop)
8. Hardware options: cameras and scanners
9. Camera formats, lenses, media and media readers
10. Methods of image capture: acquiring images with cameras and scanners
11. Importing and exporting images from various sources

Part Two

1. Image proportion, aspect ratio
2. Camera and lens control modes: automatic, manual, manual override
3. Power sources, choice and management
4. Focal length, effects of, and converting to 35mm equivalent
5. Image capture: scene modes, motif programs
6. ISO, in-camera choice of, and image stabilization
7. Shutter speed and shutter lag
8. Viewing options: LCD display, optical viewfinder
9. Zoom modes, digital and optical
10. Characteristics of ambient light, manipulation of photographer-supplied light

Part Three

1. Menus and keyboard commands
2. Quick Fix methods
3. Undo, save, revert, pre-set options
4. Monitor calibration

5. Tools for color adjustment
6. Tools for control of density and contrast
7. Palettes, curves, color balance, hue, saturation
8. Color models: RGB, CMYK, HSB
9. Adding color to monochrome images
10. Retouching: red-eye reduction, filters, using the stamp tool, exploring brush tools, feathering
11. Burning and dodging
12. Image size and resolution
13. Resizing/optimizing files for print, web, e-mail, other end uses
14. Straightening, cropping, perspective control, panoramas, combined images
15. Using layers, pixel selection, color samples, gradient tools
16. File management methods, using templates, compression
17. File formats, e.g. JPEG, TIFF, GIF, Photoshop, PDF, Raw, PCD
18. Creating printed portfolios, web galleries, slide shows

Part Four

1. Printing: printing workflow, service bureau
2. Positioning and scaling for printing
3. Printers, calibration
4. Electronic data as perishable commodity

When writing this syllabus, I have also been having a dialog with Professor Wissam Mouawad, Audiovisual, American University of Technology, Fidar, Lebanon. We are working on having our classes use the latest distant learning technology to "COIL" (Collaborative Online International Learning) for our Assignment #6: "Cross Culture Storytelling Through Digital Media" (COIL).

http://www.aut.edu

https://en.wikipedia.org/wiki/Fidar

http://whc.unesco.org/en/list/295

http://www.genesee.edu

http://www.batavianewyork.com

http://www.thedailynewsonline.com

COURSE SCHEDULE/CALENDAR: Subject to Change 20170818

COURSE TITLE: *Introduction to Digital Photography*
COURSE and SECTION NUMBER: PHO118-01
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Course Assignments and Due Dates

Assigments	Title	Due Date Postmarked By	Points
Assignment #1	Camera Basics	September 14	10
Assignment #2	Promo Card	October 5	5
Assignment #3	Pechakucha Expert Presentation	October 17 & 19	5
Assignment #4	Cellular Phone / Smart Device Media	October 26	5
Assignment #5	The Political Artist Book	November 2	10
Assignment #6	Cross Culture Storytelling Through Digital Media	November 21	20
Assignment #7	Visual Journal	November 28 & 30	10
Assignment #8	Portfolio: The Sum Of The Parts	December 5	10
Assignment #9	Saving Digital Files to DVD-R	December 7	5
Class participation			20
Total points for full semester			100

This schedule and required assignments are subject to change.

Google Drive Folder URL to post material for Assignment #6 is

https://drive.google.com/

Plus Extra Credit during quarter. (Write up for activity outside of class related to photo.)

Have you registered to vote?

http://www.elections.ny.gov/VotingRegister.html

Genesee Center For The Arts website to see live performances and activities.

http://www.genesee.edu/campuslife/arts/

COURSE SCHEDULE BY WEEKS

Week #1

Dates	Items
August 21 – August 25 B207 2:10pm-4:00pm	Intro to the course and facilities. Discuss class expectations, procedures, handouts. Discuss Digital workflow, operation, materials needed, Visual Journal and assignments. Discuss digital photography. Present examples of work and presentation. Visual Journal in class assignment. Discuss Self Portrait for Visual Journal. Camera Functions, Quality of Light, Color Scheme. Mapping out assignments. Time Management Skills. Transferring digital files. Camera Function, Exposure. Introduction to Assignment #1: "Camera Basics" Introduction to Assignment #7: "Visual Journal" Bring and use Visual Journal. Camera Functions, Quality of Light, Color Scheme. Mapping out assignments. Time Management Skills. S/Drive. Camera Function, Exposure. Bring your camera to class. Data Storage & Organizing. Bring and work on Visual Journal Double Page Spread Collage exercise during lab. *A Short Course In Photography*: Chapters 1 *Camera* & Chapter 8 *Digital Photography*

Week #2

Dates	Items
August 28 – September 1 B207 2:10pm-4:00pm	Use Visual Journal. We will have a guest speaker talk about GCC Career Services and Resume Building. Jamie Edwards Career Services Specialist

Dates	Items
	Student Success Center, B201 Genesee Community College One College Road, Batavia, NY 14020 P: 585-343-0055 x6383 F: 585-345-6810 JLEdwards@genesee.edu Review Visual Journal Double Page Spread Collage. Lecture: Discuss Camera Functions & Basic Photoshop Basic Digital Workflow. Lecture: Refined camera functions, Depth of Field, Shutter Speed. Discuss "COILing". *A Short Course In Photography*: Chapters 2 *Lens* & 4 *Exposure*

Week #3

Dates	Items
September 4 – Monday	Labor Day Observed
September 5 – September 8 B207 2:10pm-4:00pm	Use Visual Journal. Lab Time. Bring and use Visual Journal. Bring your camera and we will take a brief field trip on campus to work hands on with camera settings. Bring materials and supplies to work during lab. "COILing".

Week #4

Dates	Items
September 11 – September 15 B207 2:10pm-4:00pm No Class September 12 GCC Convocation	Use Visual Journal. Lecture: "Photoshop Workflow: Image Size, Canvas Size & Text with Images." Introduction to Assignment #2: "Promo Card" Adjusting master file for print. *A Short Course In Photography*: Chapters 7 *Lighting* *A Short Course In Photography*: Chapters 9 *Seeing Like A Camera* **Due:** Assignment #1 "Camera Basics" & Assessment September 14.

Week #5

Dates	Items
September 18 – September 22 B207 2:10pm-4:00pm	Use Visual Journal. Introduction to Assignment #3: "Pechakucha Expert Presentation" We will meet in Room D-174 Library Classroom (Or meet by the Information Desk) 3:50pm. We will have a 45-60 minute interactive presentation by Ms. Nicki Lerczak, Assistant Professor/Librarian, Instructional Services Librarian, (585) 343-0055 Ext. 6418, NJLerczak@genesee.edu You will have the remaining classroom time to start research for the assignment. *A Short Course In Photography*: Chapters 10 *History Of Photography* Lab Time. Bring and use Visual Journal. Bring materials and supplies to work during lab. "COILing".

Week #6

Dates	Items
September 25 – September 29 B207 2:10pm-4:00pm	Use Visual Journal. Introduce Assignment #4: "Cellular Phone Media" Lecture: Long Term Projects & Political Issues. Introduce Assignment #5: "The Political Artist Book". Lab Time. Bring and use Visual Journal. Bring materials and supplies to work during lab. "COILing".

Week #7

Dates	Items
October 2 – October 6 B207 2:10pm-4:00pm	Use Visual Journal. Introduction to Assignment #6: "Cross Culture Storytelling Through Digital Media" Due: Assignment #2: "Promo Card" & Assessment, October 5. Lab Time. Bring and use Visual Journal. Bring materials and supplies to work during lab. "COILing". *A Short Course In Photography*: Chapters 9 *Seeing Like A Camera*

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Week #8

Dates	Items
October 9 October 10 – October 13 B207 2:10pm-4:00pm	Columbus Day / Indigenous People Day Observed Use Visual Journal. Demonstration: Matting Artwork & Presentation. Introduction to Assignment #8: "Portfolio: The Sum Of The Parts" Introduction to Assignment #9: "Saving Digital Files to DVD-R"

Week #9

Dates	Items
October 16 – October 20 B207 2:10pm-4:00pm	Use Visual Journal. Due: Assignment #3: "Pechakucha Expert Presentation" Multi Media Project & Assessment will be presented to class. October 17 & 19.

Week #10

Dates	Items
October 23 – October 27 B207 2:10pm-4:00pm	Use Visual Journal. Intro Lab Time. Bring and use Visual Journal. Bring materials and supplies to work during lab. "COILing". Due: Assignment #4: "Cellular Phone Media" & Assessment, October 26

Week #11

Dates	Items
October 30 – November 3 B207 2:10pm-4:00pm	Use Visual Journal. Lab Time. Bring and use Visual Journal. Bring materials and supplies to work during lab. "COILing". Due: Assignment #5: "The Political Artist Book", November 2

Week #12

Dates	Items
November 6 – November 10 B207 2:10pm-4:00pm	Use Visual Journal. Lab Time. Bring and use Visual Journal. Bring materials and supplies to work during lab. "COILing".
November 7	Get out and VOTE! http://www.elections.ny.gov/VotingRegister.html

Week #13

Dates	Items
November 13 – November 17 B207 2:10pm-4:00pm	Use Visual Journal**.** **Due:** Assignment #6: "Cross Culture Storytelling Through Digital Media" November 16.

Week #14

Dates	Items
November 20 – November 23 B207 2:10pm-4:00pm	Participate in Online Discussions. Use Visual Journal. Work on remaining assignments.
November 24 - 25	Thanksgiving Observed No Classes Thursday & Friday

Week #15

Dates	Items
November 27 – December 1 B207 2:10pm-4:00pm	Use Visual Journal. Assignment #7: Visual Journal" & Assessment. November 28 & 30

Week #16

Dates	Items
December 4 – December 8 B207 2:10pm-4:00pm	Use Visual Journal. **Due:** Assignment #8: "Portfolio: The Sum Of The Parts" & Assessment. December 5. Assignment #9: "Saving Digital Files to DVD-R" & Assessment. December 7.

Enjoy the Winter Break! Take a picture or two! Send me a postcard!

Joe Ziolkowski
P.O. Box 1640
Batavia, NY 14021   Remember, "Photo is Phun !"