

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**

COURSE OUTLINE

GMMD 303 - Experimental Digital Photography

**Prepared By: Matt Burnett
Revised By: Christopher Sweeney**

**CANINO SCHOOL OF ENGINEERING TECHNOLOGY
GRAPHIC AND MULTIMEDIA DESIGN
January 2012**

GMMD 303 - Experimental Digital Photography

- A. **TITLE: Experimental Digital Photography**
- B. **COURSE NUMBER: GMMD 303**
- C. **CREDIT HOURS: 3**
- D. **WRITING INTENSIVE COURSE (OPTIONAL): N/A**
- E. **COURSE LENGTH: 15 weeks**
- F. **SEMESTER(S) OFFERED: Spring and/or Fall**
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY: 3 hours lecture**
- H. **CATALOG DESCRIPTION: This course builds sequentially on the introductory skills developed in GMMD 201. Through lectures, tutorials, and hands-on laboratory exercises, students will expand their capabilities in digital image capture, processing, printing and presentation. Experimental techniques and approaches in digital imaging will be emphasized. In addition to broadening technical and conceptual capabilities, through research and laboratory projects students will achieve a more sophisticated understanding of contemporary digital media and begin to locate their work in relation to contemporary fine arts and media.**
- I. **PRE-REQUISITES/CO-COURSES: GMMD 102 Introduction to Design and GMMD 201 Digital Photography**
- J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will:

Course Objective	Institutional SLO
a. Analyze the demands of digital arts projects.	1. Communication Skills 2. Critical Thinking 3. Professional Competence
b. Expand technical and conceptual approach to image capture, processing, printing and presentation by applying a varied range of techniques and approaches to digital imaging.	1. Communication Skills 3. Professional Competence
c. Demonstrate a critical awareness of digital art within both the historical and contemporary arts context through written	2. Critical Thinking

and verbal critical analysis and participation in weekly critiques.	
d. Design and publish a major digital arts project	1. Communication Skills 2. Critical Thinking 3. Professional Competence
e. Research other contemporary approaches to digital media by other artists/photographers; demonstrate a critical understanding of these artists by applying their techniques and making a research presentation	2. Critical Thinking

K. TEXTS:

Digital Art for the 21st Century : Renderosity, Collins Design, 2004.

(Equivalent texts may be chosen by instructor.)

L. REFERENCES:

Digital Art Studio: Techniques for Combining Inkjet Printing and Traditional Artist's Materials, Watson-Guptill Publications, 2004.

The Photoshop and Painter Artist Tablet Book: Creative Techniques in Digital Painting, Peachpit Press, 2004.

Digital Photo Art : Transform Your Images with Traditional & Contemporary Art Techniques, Lark Books, 2005.

Artistic Techniques with Adobe Photoshop and Corel Painter : A Guide for Photographers, Amherst Media, 2005.

Photojournalism, Fifth Edition : The Professional's Approach, Focal Press, 2004.

M. EQUIPMENT:

-Digital cameras accessible to all students.

-Industry standard digital photography and imaging software for each student (Adobe Photoshop or equivalent).

-Computer lab classroom with Smart Cart Projection and classroom computers for each student.

- Large multi format printer capable of photo quality

-Multi format printer capable of photo quality

N. GRADING METHOD: (P/F, A-F, etc.) A-F

O. MEASUREMENT CRITERIA/METHODS:

Students will be evaluated via:

***Essay and Practical exams**

***Participation in weekly Critiques/Peer Evaluation**

***self-produced digital arts projects**

***a presentation of a major self-produced digital arts project**

P. DETAILED TOPICAL OUTLINE:see attached

Topical Outline

- I. The Overlap between photography and Fine Arts**
 - A. The History of Images**
 - B. The technical versus the Expressive components of Imagery**
 - C. Perspective, scale and design principles**
 - D. Aesthetic and Critical Theory**

- II. Introduction to Art History, Contemporary Art, and Experimental Art**

- III. Digital Art**
 - A. Hardware**
 - B. Software**
 - C. Publishing Formats**
 - D. Web-based and hypermedia work**
 - E. Decentralized authorship**
 - F. Creation**
 - G. Editing**
 - H. Presentation**

- IV. Image Capture**
 - A. Experimental Processes : Pushing the medium**
 - B. Manipulating camera parameters and controls**

- V. Image Processing**
 - A. Experimental Processes: Rewriting History on your desktop**
 - B. Manipulating images in the desktop darkroom**

- VI. Image Printing/Publishing/Presentation**
 - A. Experimental Processes: Choices and Methods of Image Output**
 - B. Manipulating images on the web**
 - C. Manipulating images on paper**
 - D. Alternative media for digital output**

- VII Contemporary Digital Imaging**
 - A. Professional Models for Digital Manipulation/Publishing**