

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



MASTER SYLLABUS

**COURSE NUMBER – COURSE NAME
GMMD200 – Digital Photography**

Created by: Matthew Burnett

Updated by: Christopher Sweeney

Canino School of Engineering Technology

Department: Decision and Graphic Media Systems

Semester/Year: Fall 2018

- A. **TITLE:** Digital Photography
- B. **COURSE NUMBER:** GMMD 200
- C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
Lecture Hours: 2 per week
Lab Hours: 2 per week
Other: per week

Course Length: 15 Weeks

- D. **WRITING INTENSIVE COURSE:** Yes No
- E. **GER CATEGORY:** None: Yes: GER 8 The Arts
If course satisfies more than one: GER
- F. **SEMESTER(S) OFFERED:** Fall Spring Fall & Spring

G. **COURSE DESCRIPTION:**

Hands-on activities and studio/lab will permit each student to investigate the applications of applied digital and hybrid photography. Students will develop competency in digital image capture, processing, and critical evaluation. Through technical studio assignments, critiques, and presentations, students will increase their skills in image printing, manual camera operation and using computer imaging software. Students will also develop critical awareness of composition and the relationship of digital photography to other media. Students who take GMMD 200 cannot take GMMD 201 Landscape Photography.

- H. **PRE-REQUISITES:** None Yes If yes, list below:

CO-REQUISITES: None Yes If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>Program Student Learning Outcome</u> <u>[PSLO]</u>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>	
Produce digital images.	Professional Detail	8	5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Demonstrate competency with the manual operations of digital cameras through the controlled application of ISO, aperture, exposure speed and other parameters to create particular effects	Professional Detail	8	5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Design and publish a photographic project.	Portfolio	8	5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Develop a contextual understanding of the history of the photographic image and its relationship to other digital media through student research	Interpretation	8	2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
Demonstrate critical awareness the elements of composition and design through the production, critique and evaluation of digital images.	Design Critique	8	2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes No

If YES, select one or more of the following categories:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input checked="" type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. **TEXTS:**

Complete Digital Photography, Third Edition, Charles River Media, 2004.

(This is a sample text. Alternate texts may be chosen by instructor.)

L. **REFERENCES:**

Milburn, Ken Digital Photography Expert Techniques, O'Reilly Media, Inc.
2003

Rick Sammon's Complete Guide to Digital Photography: 107 Lessons on Taking, Making, Editing, Storing, Printing, and Sharing Better Digital Images, W. W. Norton & Company; Bk&CD-Rom edition, 2003.

M. **EQUIPMENT:** None Needed:

-Digital SLR camera.

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

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

-Large format printer
(capable of higher volume and versatility between smaller and larger print sizes, suggested model Epson Stylus Pro 7800 or equivalent)

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

- Photographic assignments**
- Critiques**
- Emulation Presentation**
- Portfolio website**

P. **DETAILED COURSE OUTLINE:**

I. Camera Functions

- A. Image Capture**
- B. Image Processing**
- C. Image Design**
- D. Composition: Integrating the Design elements and principles to digital media**
- E. A Brief history of the photographic image and the contemporary context of digital media.**

II. Imaging Software and Manipulation Programs

- A. JPEG Compression**
- B. Thumbnail Views**
- C. System Requirements**
- D. Working Resolution**
- E. Removing Marks and Cropping**
- F. Retouching**
- G. The Color Palette**
- H. The Color Dialog Window**
- I. The Image Menu**
- J. Resizing**
- K. Effects**

III. The Subject

- A. Choosing the subject**
- B. Choosing the viewpoint**
- C. Adding scale and filling the frame**
- D. The rule of thirds**

IV. Printing

- A. Digital Color Systems**
- B. Color Adjustment**
- C. Paper/Printing types**
- D. Synchronizing monitor color to file color to print color**
- E. Printing in multiple formats**
- F. Archiving/Matting/Framing**

V. Applications

- A. Representation:
Realism, Abstraction and Non-Objective composition**
- B. Narrative**
- C. Formalism**
- D. Staging**
- E. Documentary**
- F. Experimental processes**
- G. Veracity in Photographic Media**

VI. Online Applications

- A. Web Posting**
- B. Blogs**
- C. Copyright issues**

VII. From the Wet to the Dry Studio: The relationship between image - capture and image processing

- A. From Capture to Publishing**
- B. The veracity of photography in the age of digital**
- C. The relationship between film camera function and digital parameters**
- D. Research projects of photography/digital media professionals**

Q. **LABORATORY OUTLINE:** None Yes