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:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
<tr>
<td>Produce digital images.</td>
<td>Professional Detail</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO Subsets Subsets Subsets Subsets</td>
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<td>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</td>
<td>Professional Detail</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO Subsets Subsets Subsets Subsets</td>
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<td>Design and publish a photographic project.</td>
<td>Portfolio</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO Subsets Subsets Subsets Subsets</td>
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<td>Develop a contextual understanding of the history of the photographic image and its relationship to other digital media through student research</td>
<td>Interpretation</td>
<td>2-Crit Think ISLO ISLO CA Subsets Subsets Subsets Subsets</td>
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<td>Demonstrate critical awareness the elements of composition and design through the production, critique and evaluation of digital images.</td>
<td>Design Critique</td>
<td>2-Crit Think ISLO ISLO CA Subsets Subsets Subsets Subsets</td>
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<td>ISLO #</td>
<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
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<td>Communication Skills</td>
<td>Oral [O], Written [W]</td>
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<td>Critical Thinking</td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<td>Foundational Skills</td>
<td>Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
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<td>Social Responsibility</td>
<td>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
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<td>5</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
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*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:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship (program, class, project)

K. **TEXTS:**


(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


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 ☐