INSTRUCTOR

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Office Hours: Tues. 5-5:45 and 9-9:30PM

COURSE INFORMATION

DMA 425 Still Image Workshop
Time: Tuesday 5:45 – 9:00
Location: 14 E Jackson Room 513

COURSE DESCRIPTION

This course develops and expands the digital imaging skills introduced in the introductory class (DC 225), with a specific focus on their application in contemporary photographic practice. Advanced color correction, retouching, and compositing techniques are covered and complemented by further development of digital capture (scanning and digital cameras) and printing techniques. Assignments incorporate the technical aspects of specific skills while emphasizing their conceptual application. Digital acquisition and output utilizes ever-changing technology providing an understanding of advanced digital workflow and new processes as they apply to individual artistic practice. Students gain a wealth of technical understanding on topics such as color calibration and device profiling, file types and file management, and advanced color correction terms and techniques (gamma, color space, raster image processing and profile printing). Output methodologies and materials, including dye-based and pigment-based color inkjet prints, carbon-based black and white inkjet prints, digital color coupler printing, and a variety of experimental materials are explored. Assignments facilitate students' research and exploration of new techniques in the conception and production of their own work. PREREQUISITE(S): None

LEARNING OBJECTIVES

1. To demonstrate an understanding of the language of photography and digital imaging and to employ the fundamentals of retouching, color correction and digital design to express a persuasive idea visually in creative projects.
2. Demonstrate proficiency in operating digital cameras and through production exercises.
3. Demonstrate the ability to produce and pre-visualize an image desgn and to collaborate effectively in pairs to develop creative and compelling transmedia projects.
4. Develop/refine skills in critical analysis and feedback

RECOMMENDED READING:

On Photography by Susan Sontag

CLASS FORMAT

Classes will consist of lectures, student led presentations, discussions, workshops, photo shoots and digital design work.

EVALUATION & GRADING

Participation	10
Exercises	15
Web Banner/Campaign	15
Final Composted Photograph	20
Final Digital Print and Portfolio	20
Transmedia Campaign	20

Participation: Attendance and contributions to class discussions and activities

Exercises: Each week students will shoot photographs, practice Photoshop techniques and collect inspirational images and ethics questions for in class discussion.

Final composited montage: This project will be photographed over a four week period and created outside of class.

Web banner or kiosk banner. Integrated into a transmedia campigne

Final Print and Portfolio Presentation – Composited mage using original photography elements, demonstrating a clear understanding of techniques and concepts learned in class.

GRADING SCALE

Letter grades will be based on the minimum percentages of total points earned

A	90%
B+	87%
B	83%
B-	80%
C+	77%
C	73%
C-	70%
D	60%
F	0%

REQUIRED SOFTWARE AND DEVICES

- DSLR Camera, (available for check-out from Cage) Wacom tablet and stylus.
- A portable FIREWIRE drive or USB 3.0 drive. Bring your drive with you to class.
- Software: Adobe Creative Cloud
- CDM Computer Labs are available for software use outside of class
- CDM labs offer Adobe Creative Cloud on PC and Mac operating systems. Information about acquiring Adobe Creative Cloud and other software is available here.

- Supplemental instruction at LYNDA.COM is required. It is available at the library and by (free) subscription. Make sure you're logged into Campus Connect before clicking on the Log into Lynda.com link on the page.
- **GROUP EVALUATIONS:** Most of the assignments in this class will require self evaluations are due at the time of the final presentation of each project. These evaluations will be heavily factored into your participation grade

WEEKLY SCHEDULE   (subject to change)*

WEEK 1 JAN 2	TOPIC	Syllabus, Skill Assessment, Aesthetics, Use of stills in transmedia storytelling campaigns - examples
	ASSIGNMENT	1st Photo shoot, Inspirational Photo, Ethics Question
WEEK 2 JAN 9	TOPIC	DSLR Technology and Workflow Visual Storytelling, Photo genres.
	DUE	Photo tech exercise stills – critique and discuss
	ASSIGNMENT	PHOTO ROMAN using 5 Stills, IP and EQ
WEEK 3 JAN 16	TOPIC	Photoshop Overview, Shortcuts and Workflow How does the work affect perceptions re stereotyping
	DUE	,Inspirational Photographer, Ethics Question
	ASSIGNMENT	Landscape/Architecture shoot, ,Inspirational Photographer, Ethics Question
WEEK 4 JAN 23	TOPIC	Photoshop Masking, Brushes and Extending an Image A look at the different Genres.
	PITCH	Photoshop image design idea using a landscape, figure and object.
	DUE	PHOTO ROMAN using 5 Stills, IP and EQ
	ASSIGNMENT	Idea Development, street photography/journalism shoot ,Inspirational Photographer, Ethics Question
WEEK 5 JAN 30	TOPIC	Working in Layers; Drop Shadows, Reflections and Compositing
	PITCH	Transmedia Campaign ideas in pairs
	DUE	Landscape/Architecture Images, IP&EQ
	ASSIGNMENT	Figure/Object shoot

WEEK 6 FEB 6	TOPIC	Studio Photography, Lighting, Photo Styling and Posing
	WORKSHOP	Field Trip to studio of Organic Headshots Inc
	PITCH	Final Composited Print idea
	DUE	Figure and object – critique, IP&EQ
	ASSIGNMENT	Composted image – first draft
WEEK 7 FEB 13	TOPIC	Web Banners, Ad Formats and Transmedia Applications, Color correction and effects.
	WORKSHOP	Color and Retouching in class, work on composited images and banners.
WEEK 8 FEB 20	TOPIC	Photoshop and Lightroom Color Correcting, Printing
	PRESENTATION	Transmedia Campaigns – 1st Draft
	WORKSHOP	Headshots event in Lab, Friday afternoon FEB 23rd
	DUE	Web Banners/ Composited Image - class critique
	ASSIGNMENT	Polish Final
WEEK 9 FEB 27	TOPIC	Portfolio and Book Design
	ASSIGNMENT	Work on final, Printing tests.
WEEK 10 MAR 6	PRESENTATION	Transmedia Campaign or AD-1st draft
	DUE	Test prints of Composited Image
WEEK 11 MAR 13	PRESENTATION	Transmedia Campaign or AD
	DUE	Final Composited Image, printed and exhibition ready

* This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class and sent via email.

Course Policies: In addition to CDM Academic Policies and DePaul University Policies, the following policies will apply to this course:

Email: Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at http://campusconnect.depaul.edu is correct.

Some guidelines for your emails:
- Be clear and concise in your subject line; ex: "DMA 425 – question about assignment X"
- Don't reply to class-wide email unless it pertains specifically to the subject of that email
- Begin a new email thread for any new question, notification, etc.
- Expect a reply within 24 hours during the week. Expect a delayed response on weekends. If you don't get a response within 1 business day, please resend as there may be an email issue

Course Lectures/Reading Assignments: The assigned and recommended readings offer an opportunity for independent learning that supplements the lectures. Lectures will introduce material not available in the readings, and the readings will explore concepts not mentioned in class.

Late Assignments: In order to receive any credit for an assignment, you must communicate with me at least 24 hours before the due date/time regarding it being late. Late assignments will . No assignment will be accepted more than 7 days late without a medical excuse.

Attendance: Attendance is mandatory. An absence is defined as not showing up for class, arriving 30 minutes late or leaving 30 minutes early. All absences will result in a reduction of the attendance / participation grade. 3 absences, whether excused or not, may constitute failure for the course. In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office

Class Participation: Student participation is crucial to this class. You are encouraged to ask questions and offer comments relevant to the class topics. You are also encouraged to offer answers, insights and best guesses to questions posed in class. Having your files and devices, making the most of class time and being fully present and engaged add towards the class experience and your participation points. Productive critiques of your own and everyone else's work is critical. For group projects, each individual is expected to contribute according to the needs of the group/project. Private peer evaluations will afford each group the opportunity to measure the contributions of each individual.

Behavior & Attitude: Food and drink are fine. A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include: talking to others when someone is speaking, mocking another's opinion, cell phones ringing/vibrating, emailing, etc. Out of respect to fellow students and the professor, texting, social media and other forms of technological socializing are not allowable in class. If any issues arise a student may be asked to leave the classroom and/or lose their tech privileges.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you expect to need to answer a call during class, tell the instructor before class and leave the room in an undisruptive manner. If you are required to be on call as part of your job, please communicate this at the start of the course.

Civil Discourse: DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course.

DePaul University Policies:

Online Course Evaluations: Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

Academic Integrity and Plagiarism: This course will be subject to the university's academic integrity policy. More information can be found at http://academicintegrity.depaul.edu/. If you have any questions be sure to consult with your professor.

Academic Policies: All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found under Enrollment Policies.

Students with Disabilities: Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

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