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Intro to Digital Photo Spring 2017
M/W 4:30PM–7:10PM, Bldg SOA, Rm L016
AVT 253 Section 003, Four Credits
Office Hours by appointment Wed 4:00PM

Course Objective: This course is an introduction to the technical and aesthetic properties of digital photography with an emphasis on the use of a SLR digital camera as a tool for electronic photographic image making. Additionally, students will learn to create efficient digital workflow using basic image-editing skills and software programs.

Objectives:

- * Learn basic functions of a Digital SLR Camera (DSLR).
- * Gain understanding of interpreting and controlling light meter readings for proper exposure.
- * Gain understanding of the use of white balance to control unrealistic color casts via improper color temperature.
- * Learn the function of the ISO scale and controlling digital noise.
- * Introduction to use of on-camera flash .
- * Gain basic understanding of digital darkroom software, applications and equipment (from input to output).
- * Build critical thinking and problem solving skills and learn formal art principles of image composition and design.
- * Learn how to describe, evaluate and discuss photographs through constructive and thoughtful critiques.

Attendance: Attendance is mandatory for both lecture and lab. This is an experience class and growth comes only through continued active participation. **In case of an unavoidable absence, please contact me IMMEDIATELY (email is best). You are responsible for all missed information. Excessive tardiness (5 minutes plus) and/or absence (more than three classes) will result in a severely reduced or failing grade for the course regardless of performance.** Non-class open lab periods serve to provide additional work time. They do not serve as a replacement for scheduled class time.

Absences due to illness will only be excused by a doctor's note. Three unexcused absences will result in a failing grade. Three times late equals an unexcused absence. One unexcused absence deducts ½% from "Attendance". Leaving class early without permission will be considered an unexcused absence. Please see George Mason Undergraduate Bulletin for more information. Lectures and/or critiques begin promptly at 4:30 PM. Do not be late.

ALL CELL PHONES AND SIMILAR DEVICES MUST BE TURNED OFF
BEFORE ENTERING THE PHOTO CLASSROOM.

Requirements: All assignments and critique work are due on the dates specified in the syllabus. Late assignments/critique work must be brought to the attention of the professor prior to the due date. **Any late submissions will be penalized by one full letter grade for each class up to two weeks. After two weeks it will be considered an F.** Students are to attend all lectures/critiques and will be graded on participation. Expect to shoot 30 to 60 shots (this includes bracketing and different points of view) per week.

Requirements (con't):

Assignments: Six assignments related to hands on camera operation.

Midterm exam: Technical aspects of digital photography.

Artist Presentation: Class presentation of artist, technique, or theory/trend.

Final Portfolio: A mini portfolio that is theme related and content specific.

All lab rules are to be followed at all times. This includes cleanliness, safety and respect to others. All students are expected to follow and adhere to the **GMU Code of Honor**.

Open Computer Labs on top floor of SOA building by staircase!

Additional facilities are available at the Star Lab located on the second and third floor of the Johnson Center. For more information, visit the Star Lab's web site <http://media.gmu.edu>. PLEASE NOTE: Star Lab has very few Macs.

GRADING is based on several factors:

1- Satisfactory completion of visual and presentation assignments. These assignments are due periodically throughout the semester and represent a cross-section of the principles of photographic seeing, thinking and discussing. Solutions to visual problems will be discussed and evaluated in class critiques and grades will be based on aesthetic merit and technical competence.

2- Your personal contribution to the class. Each student is partially responsible for the success of the class. Contributions include:

A-Regular attendance.

B-Completion of assignments on time. (Late assignments will be graded accordingly (1 FULL letter grade for each class past due) – NO assignment(s) will be accepted after the due date without prior permission of the instructor.

C-Willingness to participate in class discussions, this includes preparation both in terms of completion of projects and readings, and coming to class with ideas and opinions that will promote discussion.

D - Commitment to work outside of class, taking pictures, working on images and other required preparation.

E- Participation in the orderly functioning of the lab...clean up, care of equipment, proper return of borrowed equipment, etc. are responsibilities everyone must share.

F -Presentation of a final series at the end of the semester. This body of work is given utmost consideration in determining your final grade.

GRADING (con't):**3- Criteria for Evaluation and Grading**

A- Acknowledged understanding of the assignment and the seeking of unique solutions.

B- Demonstration of sensitivity to the camera/ computer/scanner/printer as an image-making tools and devices.

C- Degree to which you develop a concept or idea; indications of your invention and creative thought.

D- Willingness to discuss openly all solutions to the visual problems you face with the class as well as the ability to respond to **constructive** criticism from the class.

E- Over ambition and involvement with the projects undertaken.

F- Ability to work independently, with discipline and responsibility.

Grading Breakdown - Art is subjective, therefore so is grading art. I have broken the grading of your images into two specific groups Aesthetic and Technical.

Aesthetic Examples:

1. Does your subject matter accurately capture the theme of the assignment?
2. Is there meaning or storyline?
3. Do the principles of design accentuate the overall meaning of the image? For instance, do lines define the visual form? Do light and color/tonal values create the effect of a three dimensional form?

Technical Examples:

1. Is the image correctly exposed?
2. Is the image in focus?
3. Is depth of field and /or shutter speed successfully executed?
4. Are the applications of photoshop seamless?
5. Cropping image structurally organized?

Each image submitted for grading will receive points for both aesthetic and technical categories. These points will be added together to give you your overall grade for that image.

<u>Example:</u>	<u>Aesthetic</u>	
	Visually Interesting	35pts
	<u>Technical</u>	
	Post Production	20pts
	Focus	15pts
	Exposure/Shadow/Highlights	15pts
	Cropping	10pts
	White Balance	<u>5pts</u>
	Total	100pts

Grading (con't)

Overall Course Grading:	5% Class Participation
	10% Attendance
	10% Presentation
	20% Midterm Exam
	35% Critique Work (Six Assignments)
	20% Final Portfolio

GRADES:

A+	97	B+	87	C+	77	D+	67
A	94	B	84	C	74	D	64
A-	90	B-	80	C-	70	D-	60

REMEMBER: Late assignments/critique work must be brought to the attention of the professor prior to the due date. Any late submission will be penalized by one full letter grade for each week up to two weeks. After two weeks it will be considered an F.

This class fulfills a Mason Core requirement for Arts: Courses aim to achieve a majority of the following learning outcomes: students will be able to identify and analyze the formal elements of a particular art form using vocabulary appropriate to that form; demonstrate an understanding of the relationship between artistic technique and the expression of a work's underlying concept; analyze cultural productions using standards appropriate to the form and cultural context; analyze and interpret material or performance culture in its social, historical, and personal contexts; and engage in the artistic process, including conception, creation, and ongoing critical analysis.

Learning Outcomes:

Students who successfully complete a course in the Arts category must meet the first learning outcome and a minimum of two of the remaining four learning outcomes:

1. Demonstrate an understanding of the relationship between artistic process, and a work's underlying concept, and where appropriate, contexts associated with the work.
2. Identify and analyze the formal elements of a particular art form using vocabulary and critique appropriate to that form.
3. Analyze cultural productions using standards appropriate to the form, as well as the works cultural significance and context.
4. Analyze and interpret the content of material or performance culture through its social, historical, and personal contexts.
5. Engage in generative artistic processes, including conception, creation, and ongoing critical analysis.

Photography Program Policies

The Photography Program has established a policy prohibiting use of an I Pod or other portable audio devices during scheduled class time. Internet surfing, viewing facebook and email are also prohibitive. You may however, use your audio devices during any open lab period (i.e. non-scheduled class time)

The Program provides equipment such as, cameras, lenses, flashes, tripods, lights and other miscellaneous items for loan through the Photo Cage #L013J. Borrowed equipment is your responsibility and you are held liable for any and all costs if the equipment is damaged, lost or stolen. The program also charges a late fee of \$5.00 per day for all equipment past due.

Cameras borrowed for the semester will require a \$125 Mason Money (\$75 will be returned at end of semester). Cameras not returned by Tuesday May 9th will lose their deposit – NO EXCEPTIONS!

University and School of Art Policies

In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

Statement on Ethics in Teaching and Practicing Art and Design

As professionals responsible for the education of undergraduate and graduate art and design students the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Open Studio Hours

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

ArtsBus

Dates for Spring 2017:

February 18

March 25

April 15

ArtsBus Credit:

* Each student must have up to 5 AVT 300/Artsbus credits before graduation. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment.

* If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for additional, very important information regarding ArtsBus policy.

* Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

Visual Voices Lecture Series

Dates for Spring 2017:

January 26

February 9

March 9

March 23

March 30

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater:

<http://soa.gmu.edu/visualvoices/>

Important Deadlines

<i>January 1 Day of Week</i>	<i>Sunday</i>
Martin Luther King Day (no classes)	Mon Jan 16
First day of classes ; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed	Mon Jan 23
Last day to add classes —all individualized section forms due Last day to drop with no tuition penalty	Mon Jan 30
Last day to drop with a 33% tuition penalty	Mon Feb 13
Final Drop Deadline (67% tuition penalty)	Fri Feb 24
Immunization Record Deadline	Wed Mar 1
Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web	Mon Feb 20 – Fri Mar 24
Selective Withdrawal Period (undergraduate students only)	Mon Feb 27 – Fri Mar 31
Spring Break	Mon Mar 13 – Sun Mar 19
Incomplete work from Fall 2016 due to Instructor	Fri March 31
Incomplete grade changes from Fall 2016 due to Registrar	Fri April 7
Dissertation/Thesis Deadline	Fri May 5
Last day of classes	Sat May 6
Reading Days Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.	Mon May 8 – Tue May 9
Exam Period (beginning at 7:30 a.m.)	Wed May 10 – Wed May 17
Commencement and Degree Conferral Date	May 20

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SO office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed) , LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of

the college in which the student's major is located. For AVI majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

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Students with Disabilities and Learning Differences

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

Official Communications via GMU E-Mail

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Attendance Policies

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Honor Code

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously. No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, *A Writer's Reference*.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, "When in doubt, cite."

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

Writing Center

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.

The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.

This class fulfills a Mason Core requirement for Arts.

Mason courses in the film making, visual and performing arts stress generative, inquiry based learning through direct aesthetic and creative experience in the studio environment. Art history courses address the intrinsic relationship of

personal and cultural creativity, and the manifestation of aesthetics, visual culture and visual narrative within historical contexts.

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Analyze cultural productions using standards appropriate to the form, as well as the works cultural significance and context.

Analyze and interpret the content of material or performance culture through its social, historical, and personal contexts.

Engage in generative artistic processes, including conception, creation, and ongoing critical analysis.

Materials and Supplies:

Text: A Short Course in Photography: Digital, London and Stone. ISBN-13: 860-1421975513

Camera: Digital single lens reflex (DSLR) camera with manual adjustments of f/stops and shutter speeds will be required. Bring cameras and manuals to class if you have any questions.

Tripod: A small tripod will be necessary for longer exposures. Remember a camera can not be hand held below 1/60 sec. Nothing special and no more than \$50.

UV or skylight filter to fit lens - NOT THE LENS FOCAL LENGTH: A UV filter is used to protect your lens. It's a lot less expensive to crack or scratch a filter than a lens.

Camera Batteries: Make sure it's charged. Bring charger if necessary or have back up set.

2 - 8GB cards (minimum)

Memory card reader or USB cord for camera

USB flash drive minimum 16GB or portable hard drive.

Wireless remote camera trigger (SUGGESTED)

Where To Buy Supplies:

Camera Stores:

Dominion Camera 112 West Broad St, Falls Church, VA www.dominioncamera.com 703-532-670

Photocraft 6025-C Burke Centre Pkwy, Burke, VA www.ephoto.com 703-250-5555

Embassy Camera 1735 Connecticut Ave NW, DC www.ephoto.com 202-4837448

Ace Photo 44710 Cape Court Ste. 122, Ashburn, VA www.acephoto.net 703-430-3333

McClanahan 306 W. Lee Hwy, Warrenton, VA www.mccamera.com 540-347-2533

B+H (NY) www.bhphotovideo.com

Adorama (NY) www.adorama.com

Freestyle (CA) www.freestylephoto.biz

Check out prices at Amazon and Best Buy too

SCHEDULE
DIGITAL PHOTOGRAPHY/Kelly Carr

Text: A Short Course in Photography: Digital, London and Stone. ISBN-13: 860-1421975513

January 23rd M:

Lecture: Introduction to course; review syllabus.

January 25th W:

Lecture: Review basic camera operations. Practice hands on shutter speed/fstop.
Review Assignment One.

Assignment: Read: Chapter 1 - Camera and Chapter 2 - Lens.

January 30th M: **Last day to drop with no tuition liability.
 Last day to add classes.**

Lecture: Review basic camera operations. Practice WB, ISO, review Kelvin color temperature, RAW vs. JPEG.

Read: Chapter 3 – Light and Exposure, Chapter 4 – Digital Workplace Basics and Chapter 9 Seeing Like a Camera.

February 1st W: Lecture: Photoshop CS6.

February 6th M: Lecture: Photoshop CS6.

February 8th W: **Practice Edits - use images provided and following worksheet**

February 13th M:

Lecture: How to make contact sheets

Work on edits for Assignment One.

February 15th W: CRITIQUE ASSIGNMENT ONE
Review Assignment Two.

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February 18th (Sat): FYI – ARTSBUS

February 20th M: Work on edits for Assignment Two.

February 22nd W: CRITIQUE ASSIGNMENT TWO
Lecture: Review Assignment 3.
Review ISO, sharpening and radius.

February 24th (Fri): Last day to drop with no academic liability.

February 27th M: Work on edits for Assignment Three.

March 1st W: CRITIQUE ASSIGNMENT THREE
Lecture: Review Light Painting.

March 6th M:
Lecture: Review Flash.
Review Assignment Four.
Assignment: Read Chapter 8 – Using Light.

March 8th W:
Lecture: Review Midterm.
Light Painting and Work on edits for Assignment Four.

March 13th M and 15th W: SPRING BREAK

March 20th M:

Light Painting and Work on edits for Assignment Four.

March 22nd W: CRITIQUE ASSIGNMENT FOUR

Lecture: Review Assignment Five.

March 25th (Sat): FYI – ARTSBUS

March 27th M: Work on edits for Assignment Five.

March 29th W: Work on edits for Assignment Five.

April 3rd M: EXAM

April 5th W:

Lecture: Review Assignment Six.

April 10th M: CRITIQUE ASSIGNMENT FIVE

Lecture: Review Final

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April 12th W:
Lecture: Review Presentation.

April 15th (Sat): FYI – ART BUS

April 17th M: Workday towards assignment six, presentation, and Final.

April 19th W: CRITIQUE ASSIGNMENT SIX

April 24th M: Workday towards presentations and Final.

April 26th W: PRESENTATIONS

May 1st M: PRESENTATIONS

May 3rd W: Workday towards Final

May 8th M: READING DAY

May 10th W: NO CLASS

May 15th M: FINAL CRITIQUE