## Division Course Syllabus

**Date:** August 1, 2016

### Division
- Humanities

### Course Prefix and Number
- MCOM 2413

### Course Title
- Digital Photography

### Semester and Year Submitted
- Fall 2016

### Credit Hours
- 3

### Prepared by
- Janet Griffith/Darcy Delaney

### Hours Per Week:
- Class: 3
- Lab: 0

### Course Description (as it appears in Catalog)

Digital Photography is a study of the digital photographic medium as artistic expression and its applications in the world of news and commercial photography. Students receive instruction in digital photography and computer applications and produce professional level projects using current digital photo and computer equipment. An adjustable digital camera is required for this course. This course specifically supports students pursuing digital production, web design, and journalism and mass communication. Skills will be developed in taking photographs and also in building a portfolio. Lab fee: $10.00. A student-provided adjustable digital camera is required. Some knowledge of Photoshop is helpful. Fall: MCOM 2413 uses Mac and Spring MULT 2413 uses PC (Windows). This course is cross-listed as MULT 2413 and MCOM 2413.

### Prerequisites
- General computer skills (WIN 7/8), basic photography skills, file management.

### Text(s):
- **Title:** Complete Digital Photography, 8th Edition
- **Author:** Ben Long
- **Publisher:** Cengage
- **Copyright Date:** 2015
- **ISBN #:** 978-1305258723

### Supplemental Materials:
- Adjustable DSLR Camera, memory card, DVDs, & computer access.
Outline for Remainder of Syllabus:

Rationale: Students pursuing studies in Digital Production and Web Design will learn digital photography as a way of capturing and manipulating various graphics used in their projects. Digital photography requires a practical, hands-on approach to gain the knowledge and experience to successfully capture, store, manipulate aspects of photographs, and then be able to import these into various media projects. Students will learn to better understand photography as an art form and as a part of graphic design for both Digital Production and Web Design.

This course will provide the student with the means to successfully develop and produce photographic objects using state of the art digital cameras and scanners. Pixelated images can then be improved and manipulated using various tools within Photoshop to enhance the photographic value.

Expected Outcomes: Upon completion of the course, the student should be able to:

1. Operate basic camera functions, including f-stops, shutter speeds, meters, and depth of field.
2. Apply these functions in practical field experience.
3. Perform the functions of computer processes to photographs.
4. Effectively use image editing software.
5. Define and incorporate photographic terminology.
6. Create print presentations by using various media for printing.
7. Identify and explain principles of photographic design.
8. Provide reasoned critiques of various photographic works.
9. Utilize various camera modes to control exposure and content of photographs.
10. Develop a systematic storage system for digital photographs for easy retrieval.

Methods of Instruction:

- Lectures
- Demonstrations
- Hands-on lab projects in design and production
- Fieldwork and photo shoot assignments
- Projects/Assignments
- Individual Instruction

Assessment (Including Critical Thinking measurements):

The basic means of evaluation will be the student’s scores on the completion of four major assignments, complete critique activities, and complete final project. All of these projects are designed to demonstrate their ability to apply the concepts, use the software and utilize work flow techniques learned during the semester. In addition, one examination is administered based on terminology and techniques covered in the textbook and lectures.
Semester scores will equate to grades as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Semester Score</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
</tr>
<tr>
<td>B</td>
<td>80 – 89</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79</td>
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<tr>
<td>D</td>
<td>60 – 69</td>
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<tr>
<td>F</td>
<td>Below 60</td>
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</tbody>
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Students must have an adjustable digital camera (DSLR) available for use to complete assignments.

Students are responsible for reading assigned materials whether or not they are discussed in class.

Projects and assignments must be submitted on the date due, at the beginning of the hour for which they are assigned, or points may be deducted.

Learning Goals:
Upon completion of the course, the student should be able to:

- Operate basic camera functions, including f-stops, shutter speeds, and depth of field
- Apply these functions in practical field experience
- Perform essential functions of computer processing
- Effectively use image editing software
- Define and describe photographic terminology
- Complete critiques of photographic works

Expected Outcomes:

On a multiple choice exam, the student should be able to identify:

- The major adjustments in taking a photograph
- The importance of composition
- The rule of thirds in photography and art
- The major tools for color correction and tonal adjustment in Photoshop
- At least seven categories within photography

In the class environment, the student should be able to demonstrate:

- Utilize proper skills to capture a variety of images using their digital camera
- Ability to crop and correct composition issues with their own digital images
- Create quality photos using various modes and manual settings on the digital camera other than the “auto” setting
- Skills to critique photos and recognize what can be done to improve the quality and/or value of a photo.
- Skills to capture images for panorama photos and then use Photoshop to create the final panorama from multiple images