



New York City College of Technology
The City University of New York

School of Technology and Design
Department of Advertising Design & Graphic Arts

Fall 2012, GRA 2330, Digital Photography 1, 7358, Th 8am – 11:20am
Professor Michals, Office N1112, Hrs: T 2-3, Th 11:30-12:30pm
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Course Description: This course will explore the foundational concepts of light and exposure in photography. The student will develop framing and compositional skills as well as an understanding of photography as representation. Students will become acquainted with a wide range of contemporary photographers and gain an understanding of how photographic style transforms subject matter into meaning. Using professional lighting equipment, cameras and software, the student will gain hands-on experience capturing, processing, and printing digital images in the studio as well as in the field.

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	Evaluation methods and criteria
Describe a photograph, using professional vocabulary.	Students will demonstrate competency in writing assignments and discussions.
Employ photographic style to convey a point of view. Use light, composition and exposure to create meaning in photographs.	Students will demonstrate competency by taking photographs of the same subjects using different stylistic choices to create different impacts on the viewer.
Develop visual literacy. Analyze the meaning, the aesthetic value and the technical competency of one's own work, the work of one's peers, and the work of professional photographers.	Students will display competency through in-class discussions, writing assignments, and the creation of an edited portfolio of prints.
Work with teams, including those of diverse composition. Build consensus.	Students will display competency through in-class team projects.
Operate compact digital cameras, dSLRs, tripods, light meters, continuous tone and strobe lighting equipment. Demonstrate proficiency in digital darkroom techniques and the color correction workflow.	Students will display competency through in-class hands-on exercises.

Teaching/Learning Methods

- Discussion and readings
- Hands-on Photo Shoots
- Editing, Color Correcting and Printing Photos
- Photo Gallery Visits
- Peer-to-peer review
- Self-reflective Learning Log

Required Equipment

EACH STUDENT WILL NEED A CAMERA TO COMPLETE HIS OR HER ASSIGNMENTS. If you do not have a camera, some are available for check out.

To get the most out of this class, your camera should allow manual control over exposure and flash. Resource for buying a camera: <http://www.dpreview.com>

Required Materials

- Camera memory
 - Flash drive
 - INSTANT DRY Inkjet paper- Ilford Galerie Smooth Pearl-letter size, 8.5x11", 25 sheets
- ****If you do not have **instant-dry** paper, you will not print.

Attendance/lateness Policy

Your participation in class work is a crucial part of this course. Please make every effort to be present. You are allowed 2 absences. If exceeded, you will be asked to withdraw from the class. Late is defined as arriving 10 minutes past the start of the class. Being late twice counts as one absence.

Digital Landscape

Blackboard-grades, syllabus, handouts

Openlab.citytech.cuny.edu: written assignments including weekly posts

Look for an invitation to join in your City Tech email. You may change the contact email once you join.

Flickr: In order to receive credit for photos, you must post them to the class group. Get a Yahoo account and join Flickr if you are not already a member. You will get an invitation to join the class group to whatever email address you supply this week.

Brooklyn Historical Society: <http://safa.brooklynhistory.org/michals-f12-2/>

Some of the items we post to the OpenLab will push to the Brooklyn Historical Society course web site. You can see the material there but will never directly post to this site.

Grading Formula

This grading formula rewards consistent effort over the semester. There is a homework assignment every week. Please set aside several hours each week to do this assignment. If you complete all the assignments on time, you will do well in the class.

This grading formula is based on a point system. Each activity is awarded a certain number of points towards the final grade. You can at anytime see the points awarded to your assignments in the grade book on Blackboard.

- **8 Homework Assignments: 40 pts.** 5 pts each. If an assignment is done conscientiously and on time, the student will receive the full credit. If the assignment is late, one point will be subtracted for each week it is late. If an assignment is incomplete or slipshod, only partial credit will be given.
- **Learning Log: 10 points.** Each student will keep a self-reflective journal about his or her own learning process in this class. If responses are complete and well considered, full credit will be assigned. The Learning Log is not graded for "correct content" but for constructive effort. Individual entries to the log will be filled out during class time. 9 entries plus final evaluation. Each one pt.
- **Quizzes: 10 pts.** 2 quizzes will be given. Each one is worth 5pts. No make-ups.
- **Midterm project-Transformations: 15 pts**
-Use photographic style to create two very different shots of the same place. Presented as prints for critique.
- **Final Project-New York: Opposites: 25 pts**

-A portfolio of 3 pairs of images of New York in which each pair uses photographic style to show the same place in two very different ways. Selected from a minimum of 60 shots taken in three locations. Presented as prints for critique.

To hand in a shooting assignment, the student must upload all files to his or her Flickr account before the start of the class the week the images are due. **Your assignment will be considered late if you bring in unedited images on your camera and spend class time downloading and/or uploading the images.**

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Course Schedule

Each class with an asterisk requires a learning log entry.

Aug 30-week 1*- Course Overview

Introductions, Review Syllabus, Digital Landscape Tour, Discussion: photography of New York, photographic style

Resource: <http://digital-photography-school.com/digital-photography-composition-tips>

HW 1: photo description

Sept 6-week 2*- Photographic Composition

Composition principles, Setting the camera

Resource: <http://www.youtube.com/watch?v=yJ9j6fsQBnY>

http://www.kodak.com/ek/US/en/Home_Main/Tips_Projects_Exchange/Learn/Photo_Tips_Techniques/Advanced_Techniques/Direction_of_light.htm

HW 2: 6x6

Sept 13-week 3*- Lighting Direction

Lighting Direction: front, side, back. Qualities of light: intensity. Introduction to strobe lights. Flash meter. Using distance and light size to control light intensity and contrast. Spotlight vs floodlight.

Resource: Perspective vs. DOF from *Photography* handout

<http://digital-photography-school.com/learning-exposure-in-digital-photography>

<http://digital-photography-school.com/aperture-and-shutter-priority-modes>

<http://digital-photography-school.com/iso-settings>

HW 3: Lighting Direction

Sept 20-week 4 – Perspective vs. Depth of Field

Field Trip: Brooklyn Botanic Garden

Creating depth in a photograph with perspective. Controlling depth of field: aperture, focal length, proximity, Shallow depth of field with a compact digital camera.

Resource: Resource: Camera RAW handout

HW 4: Perspective

Sept 27-week 5* – Digital Darkroom / BHS

Edit and Upload field trip photos, Approaches to editing and organizing your images

Visit to the Brooklyn Historical Society to learn about Greenwood Cemetery

Resource: <http://digital-photography-school.com/aperture>

HW 5: Shallow Depth of field

Oct 4-week 6- Extensive vs Shallow Depth of Field

Field Trip: Greenwood Cemetery

Resource: Digital Darkroom handout

Midterm Project: Location shoot

Oct 11-week 7*- Image editing and Printing, Mid-term project support, Quiz Review

Using the Histogram, Sharpening, Workflow, Color Profiles, Inkjet printing

Assignment: Review

Oct 18-week 8- Quiz, Mid-term Critique

Resource: photography review

HW 6: Reflections

Oct 26-week 9- Field trip: PhotoPlus Expo/Chelsea

HW 7: Photography review

Nov 1-week 10* – Portrait Basics

The photographer-talent relationship, Pose: front, three-quarter, profile. Expression. Cropping. Lighting: fill and key, Introduction to strobe lights, broad and short lighting, reflectors, background separation.

Reading: *Light: Science and Magic* handout

HW 8: Portraits

Nov 8-week 11*- Portrait Lighting Continued

High-and low-key lighting for studio portraits, wide-angle distortion

Resource: <http://digital-photography-school.com/shutter-speed>

Final Project: Shoot 1

Nov 15 - week 12*- Controlling Motion

Creative Uses of Shutter Speed to both stop and blur motion

Reading: Digital Darkroom handout on workflow

Final Project: Shoot 2

No class November 22. Happy Thanksgiving!

Nov 29-week 13*- Digital Darkroom: Review, Quiz Review, Printing

Using the Histogram, Sharpening, Workflow, Color Profiles, Inkjet printing

Final Project: Shoot 3

Dec 6-week 14*- Quiz, Final Project Support, Printing

Assignments: Final Project Presentation, Learning Log Evaluation

Dec 13-no class. Reading Day.

Dec 20-week 15- Final Project Presentations