INFORMATION TECHNOLOGY EDUCATION
Digital Media Technology - Syllabus

Course Title and Number:		Instructor:	
Electronic Still Photography – PGY2801C.B01		Wes Lindberg	
Year and Term: 2018 Spring B	**Course Credits:** 3.0		**Office Location:** N-322
Office Phone: (352) 395-5587	**Office Hours:** Mon. - Wed. 7:00-9:00am		**Class Location:** N-312
Meeting Time/Days: Mon. and Wed. 9:00-11:50AM		**Email Address:** wesley.lindberg@sfcollege.edu	
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Course Description	This course is an introductory course designed to teach the student basic photography and computer resolution skills in the computer lab and photo studio settings.
Prerequisites	Co-requisite information: GRA1150C.
Course Objectives Reflecting Expected Student Learning Outcomes *(100 points each objective project)*	***Learning Outcomes and Objectives:*** In this course the student will use a digital camera to capture images and implement their compositions into actual design layout concepts on the computer using Adobe Bridge, Lightroom and Photoshop. ***Learning Objective: Principles of the exposure triangle*– Photo Project –** The student seeks out five images that could be used for a post-card. One image illustrating a greater depth of field, one image illustrating a shallow depth of field, three images properly exposed taken with equivalent exposures. Using the correct camera settings to capture photos that illustrate the concept and/or techniques for each photo. This project also helps the students understand concepts of marketability of an image. **Learning Objective: Demonstrate the proper photography techniques of motion stop, motion blur, and panning photography.** The students will photograph moving subjects capturing four images of moving subjects: One motion stop (freeze action) shot – using a fast shutter speed, one motion blur (blur action) shot – using a slow shutter speed and two panning shots – using slow shutter speed settings. **Learning Objective: Illustrate known photography composition techniques.** Students will photograph different subjects to illustrate repetition of shape, leading lines, and negative space capturing four properly composed images: One repetition of shape image, one leading line image and two interesting compositions with negative space for copy (text). This project also helps the students understand concepts of ad design.

	Learning Objective: Demonstrate the proper application of lighting, color, and composition to suitably capture the shape and texture of a subject. The student will photograph a creatively composed egg including five different photographed variations of the egg. The project will develop the concepts of modeling utilizing shadow and light, placement and positioning reflecting the desired model persona. **Learning Objective: Portrait photography demonstrating suitable application of lighting, camera angle, lens focus, and framing to obtain properly exposed portraits.** The student will capture portraits of people or pets with four properly exposed portraits in color: One with subjects wearing Black & White clothing (e.g. formal - Wedding or Baptismal, or informal attire), one studio portrait, and two environmental or outdoor portraits. **Learning Objective: Product photography demonstrating the proper application of lighting, camera angle, lens focus and framing in a studio environment.** The student will photograph two products in a studio environment using different lighting, camera angle, lens focal length, or framing, creating four simple compelling ads. Including two variations of each product for a total of four images each with ad copy (text) composed as a full-page magazine ad. **Learning Objective: Competitive Presentation – Online Portfolio Project –** Students create an online gallery producing a 10-image portfolio of their design. The gallery is created using Adobe Bridge, Lightroom, Photoshop, Dreamweaver, Flash, etc. and when submitted must be ready to upload to a web server. Students are encouraged to upload the gallery if they have web server space and web experience. This project demonstrates the variety of photography skills covered throughout this course while creating portfolio images that might be submitted to a photography competition.
Grading	**Course Requirements:** Students who need reasonable accommodation should call the Disability Resources Center at 352-395-4400 and notify your instructor. **Policies on Missed Exams and Late Work:** Late work will be considered at a loss of 20% each day late. **Grading Scale and Standards:** PERCENTAGE SCALE: A=91-100 • B+=89-90 • B=81-88 • C+=79-80 • C=71-78 • D+=69-70= • D=61-68 • F=0-60 **Disclaimer Regarding Grade Changes:** All grade change requests must be made within 10 days of issue date.

Attendance Policy	Graphic Design, Multimedia and Video Production are demanding fields that emphasize tight deadlines and superior client service; the curriculum and class structure of Digital Media and Graphic design reflect this reality. To prepare you for work, classes are fast-paced and intensive, often involving the creation of projects for real-world business clients. Just like in the working world, there are penalties for poor performance. Technical problems and most personal problems are not considered excuses for late work. Attendance is required. You are expected to attend classes and lab sessions unless prevented by illness or emergency. Arrive to class on time, with the appropriate materials and work through the entire class. It is your responsibility to read and follow the course calendar available on Canvas or by the syllabus given to you by your instructor. Announced changes to the course calendar, demonstrations, or general classroom critiques demand your presence; compensatory work of another kind will not be accepted in lieu of missed instruction. A missed class does not constitute an extension of an assignment! Attending class unprepared for a discussion, critique, workday, or presentation will be considered an absence. Not participating in class discussions, working on other instructors assignments during lecture, playing games or being on social media can be graded as an absence at the instructor's discretion. **Universal point system for all Graphic Design / Digital Media classes** • Each class will have a total of 2000 points available for the student to earn • 1600 points (80%) will come from projects, quizzes and assignments • 400 (20%) points will come from attendance and class participation Missing a critique will count as absence. Excused absences will require a written note from your doctor and will be granted at the discretion of the instructor.
Required *Text(s) and/or Video Training Subscriptions*	**Required:** Lynda.com Subscription Video Training - Purchase at the SFC bookstore for a discount or online at current cost. **Optional Text(s):** Real World Digital Photography, 3rd Edition By Katrin Eismann, Sean Duggan, Tim Grey Published Sep 23, 2010 by Peachpit Press
Required Course Materials	You will be responsible for providing the following supplies in order to complete this course: A DSLR camera with removable lens(es) such as the Canon T4i or Panasonic GH2, Nikon D3200, etc. External media such as a jump drive, SD cards, CF cards, and other digital media, as needed.
Recommended Course Materials	A note pad for recording image details, location, lighting, etc.
Term Calendar (*Tentative:* The instructor reserves the	***See LMS Calendar for details and updates.** **Topics to be Covered:** Digital photography, lighting, composition, etc.

right to alter dates of presentations and exams/projects.)	**Reading Assignments:** Online Reference materials
Class Structure	This course is based on cooperative learning including but not limited to peer review, team presentations, portfolio reviews, learning logs, notes, etc. **Note:** All images and video must be captured during the course semester.
File Naming Convention	The Digital Media department has adopted a program wide file naming convention. All your files must be named this way before being handed over to your instructor. Projects not following this file naming convention will not be accepted and your grade will reflect that: Files names must be structured this way: projectID_studentFirstNameandInitials_Ver#OrFinal.filetype Where: 'projectID' stands for the name of the specific project (The project description is up to the instructor.) 'studentFirstNameandInitials' is of course your first name followed by your initial(s) as one single word. 'Rev#OrFinal' is the Revision state or Final (there can be only one final in the folder). Revisions numbers need to start with 0. For instance, the 'project_01" would read: proj_01_WesRL_ver01.mov or proj_01_ WesRL _final.mov If the instructor does not provide the name, use proj_01, proj_02, etc. No special characters should be used.
List of Important Dates	March 12 - Spring B Classes Begin March 14 - Last day to DROP with NO record and receive a refund for Spring B March 28 - Last day to withdraw and receive a "W" for Spring April 13 - Last day to withdraw and receive a "W" for Spring B April 27 - Spring and Spring B Classes End May 4 - Graduation
Availability of Tutoring, Learning Lab, Academic Support	If you need additional tutoring or lab time see your instructor or inquire addition help from lab techs. Note: lab techs are not required to assist students with projects or assignments but can do so if time is available and skillsets are applicable.
Safety Issues	No food or drinks allowed in the labs or classrooms, consume all items in the Production Room N-325, across the hall from N-312.

INFORMATION TECHNOLOGY EDUCATION

Policies and Guidelines

Cell Phone Use Policy

Given the disruptive potential posed by cell phones, students are required to keep cell phones off during class lectures. Use of cell phones during lab exercises are permissible, but please consider those around you

***Children in the Classroom**

Children represent a disruptive element for the classroom. They also increase the risk of accidents occurring in the lab. For those reasons, children should not be brought to either the classroom or the laboratory.

Academic Honesty: Plagiarism And Cheating

Academic honesty is expected, and the instructor reserves the right to respond to cheating, plagiarizing, or other forms of unethical behavior with penalties up to and including removal from the class and/or failure in the course. The instructor also reserves the right to make necessary adjustments to the syllabus.

Academic Ethics and Confidentiality

It is the responsibility of everyone engaged in the learning experience to respect the rights and feelings of their fellow learners. Information gathered in the classroom and from on-line discussions and exercises is to be considered confidential. At the same time, students must recognize that the instructor and the College cannot guarantee the confidentiality of what the student may choose to disclose. Students must use their own discretion when engaging in classroom discussion.

Classroom Behavior

Instructors have the responsibility to set and maintain standards of classroom behavior appropriate to the discipline and method of teaching. Students may not engage in any activity which the instructor deems disruptive or counterproductive to the goals of the class. Students are required to keep cell phones off during class lectures, unless there is permission in advance from the instructor. Instructors have the right to remove offending students from class. Repetition of the offense may result in expulsion from the course. Students are expected to be courteous to others and that includes coming to class on time.

Student Rights and Responsibilities

The purpose of this document is to provide students with a general overview of both their rights and responsibilities as members of the Santa Fe College community. For a complete list of students' rights and responsibilities go to:
:http://www.sfcollege.edu/studentaffairs/index.php?section=policies/student_rights

Americans with Disability Act – Disability Accommodation Statement

If you are a student with a disability: In compliance with Santa Fe College policy and equal access laws, I am available to discuss appropriate academic accommodations that you may require as a student with a disability. Requests for academic accommodations need to be made during the first week of the semester (except for unusual circumstances) so arrangements can be made. You must be registered with Disabilities Resource Center (DRC) in S-229 for disability verification and determination of reasonable academic accommodations. For more information, see:
http://www.sfcollege.edu/student/drc/index.php?section=faculty_resources/rights_responsibilities

Discrimination/Harassment Policy

SF prohibits any form of discrimination or sexual harassment among students, faculty and staff. For further information, refer to College Rule 2.8 at:

http://dept.sfcollege.edu/rules/content/media/PDF/Rule_2/2_8.pdf