

ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

Programmatic Student Learning Outcomes/Mission

The mission of the Bachelor of Fine Arts Degree in Professional Photography program is to prepare students for careers in the field of professional photography through a philosophy of “learning by doing.” The program is designed to educate all students in basic and intermediate photographic skills through a shared Lower Division. Students develop a creative style and visual problem-solving skills while engaging in specialized market areas and techniques in the Upper Division. The program integrates liberal arts, professional business practices and ethics with a core photography and media production curriculum that prepares students for the creative, business, and technical challenges of a professional photography career.

Program Description

The 120 semester credit Bachelor of Fine Arts in Professional Photography prepares students for careers in the field of professional photography. The cross-platform philosophy combined with the experiential learning provided by professional photographers/ instructors provides a unique and innovative technical education that develops graduates with a creative style and unique visual problem-solving skills. The program combines 75 semester credits of core photography classes, including business course work, and 45 semester credits of general education studies.

Upon Completion of the Professional Photography Program, students should be able to:

- Effectively use contemporary photographic tools. (Visual Literacy, Adept)
 - Effectively use photographic media and asset management software. (Adept)
 - Effectively collaborate to accomplish professional goals. (Collaboration)
 - Develop and implement an effective marketing program. (Problem Solver)
 - Understand professional business and ethics standards. (Ethics)
 - Apply creative and sophisticated visual solutions to the challenges of producing visual media. (Problem Solver, Visual Literacy)
 - Apply effective professional communication skills. (Communication)
 - Develop a lifelong learning pattern. (Adept)
 - Understand the principals of business management. (Problem Solver, Adept)
-

Course Title **Creative Digital Imaging**

Course Code **MDA373**

Credit Hours 3 Semester

Contact Hours 4 Hours

Prerequisites PTT262 or DES300

Course Syllabus

Course Type	Lecture/Studio
Instructor	Christy Schuler
Email	CSchuler@brooks.edu
Telephone	(805) 275-5341
Term Start/End Date	September 8 – December 18, 2015

Course Description

Advanced techniques in the usage of image editing software to create creative color and effects. The focus will be on working with color, tone and specialized techniques in order to create stylized, vibrant and commercially viable images. Specific techniques will be taught to accomplish varying projects.

Learning Objectives

Upon completion of this course the student should be able to:

- Execute high-end commercial retouching for a wide range of photographic situations including, but not limited to: fashion, portraiture, people, editorial, architecture, action sports, stock and still life
 - Create visually compelling and communicative composites made from multiple exposures
 - Understand and apply advanced sharpening techniques
 - Apply advanced color and tonal corrections and enhancements specific to subject matter and application of image
 - Execute workflow speed techniques for digital image production
 - Conceptualize and execute the creation of commercially viable digital composites
-

Required Textbook(s) Evening, Martin. *Adobe Photoshop CS4 for Photographers*. Focal Press, 2009. ISBN# 9780240521251.

Course Outline

Week 1: Research the state of commercial digital imaging. Write up article review. 2. Research the state of photographic retouching. Write up article review. 3 The student is to select his/her personal top 5 images. Images are to be printed as shot (before) and then as processed (after retouching) in order to show case and defend one's current photographic and digital imaging skill level.

Week 2: Lecture and demo: Advanced camera raw image processing, creating panoramic images, combining multiple exposures for tonal range and content.

Week 3: Lecture and demo: Digital asset management.

Week 4: Lecture and demo: Advanced sharpening techniques, selective sharpening, masking.

Week 5: Lecture and demo: Burning and dodging, color and tone, blending techniques.

Week 6: Retouching in the commercial context. Specialized tools and plug-ins.

Course Syllabus

Week 7: Advanced paths and removing objects, compositing, workflow speed techniques. Research digital imaging job market and interview.

Week 8: Lecture and demo: Advanced printing techniques for portfolio creation, resources, media, output devices.

Week 9: Layout and design of promotional materials, advanced fashion retouching.

Week 10: Layers shortcuts, layer blending, layer organization, advanced layer and layer group masking.

Week 11: Selections based on: color, tone, highlights, shadows.

Week 12: Darkroom effects, advanced special effects, lens corrections.

Week 13: Image enhancements, portfolio creation and printing.

Week 14: Final exam; group critique of final work Submit final portfolio. Review of the professional context of the assignments produced.

Week 15: Review of the professional context of the assignments produced.

GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student's overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student's grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
		Percent	Letter	Numeric
Class participation	10%	93–100	A	4.00
		90–92	A-	3.70
Quizzes	5%	87–89	B+	3.30
		83–86	B	3.00
Homework	10%	80–82	B-	2.70
		77–79	C+	2.30
Final Projects	75%	73–76	C	2.00
		70–72	C-	1.70
		67–69	D+	1.30

Course Syllabus

		60–66	D	1.00
Total	100%	0–59	F	0.00

DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or

Course Syllabus

breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

Academic Integrity

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else’s work as one’s own work including images and motion clips. Using work previously submitted for another purpose, without the instructor’s permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.
- **Plagiarism** – Submitting as one’s own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization’s standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
 - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
 - Brooks Institute will only use legally acquired software on our computers.
 - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
 - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

Course Syllabus

CREDIT ASCRIPTION ADDENDUM

MDA373 Creative Digital Imaging - 3 semester credit hours

Type: Lecture / Studio

Credit Ascription – The amount of hours spent outside of class and the assignment alignment with Course Learning Objectives

Course Learning Objectives:

1. Execute high-end commercial retouching for a wide range of photographic situations including, but not limited to: fashion, portraiture, people, editorial, architecture, action sports, stock and still life
2. Create visually compelling and communicative composites made from multiple exposures
3. Understand and apply advanced sharpening techniques
4. Apply advanced color and tonal corrections and enhancements specific to subject matter and application of image
5. Execute workflow speed techniques for digital image production
6. Conceptualize and execute the creation of commercially viable digital composites

The following indicates the **minimum** number of hours per assignment:

Week	Assignment Title	Homework Hours	Assignment Objectives
1	Reading Assignment – Digital Imaging Color Theory Creative Color Modification	8	4,5,6
2	Reading Assignment – Digital Blending Conceptual Layered Digital Compositing	6	2,5,6
3	Working with Plugins tutorials Utilizing Plugins for Creative Effects	6	1,3,5
4	Working with Lightroom Plugins tutorials Utilizing Plugins for Productivity	5	1,3,5
5	Reading Assignment – Modifying Blur Artistic and Commercial Application of Blur	7	1, 4,5,6
6	Reading Assignment – Installing and Using Brushes Projects - Adding texture, graphics, effects with Brushes	5	1,6
7	Reading Assignment – Working with Typography Creating a Typographic Illustration and Book Cover	6	1,6
8	Reading Assignment – Photographic Illustrations Utilizing drawing tools, filters and layout techniques to create a photo based illustration for both commercial and artistic viability.	7	5,2,6

Course Syllabus

9	Reading Assignment – Frames, Borders and Edges Exploring how to dramatically and subtly frame images. Creating images with various frame techniques.	6	1,2,4,5,6
10	Reading Assignment – HDR 101 Shooting and building 5 HDR images.	8	2,3,5,6
11	Reading Assignment – Traditional Photographic Techniques Utilizing digital methods, applying traditional photographic techniques	7	1,4,5,6
12	Reading Assignment – Working with 3D Environments Creating a 3D environment with atmospheric elements	8	1,4,5,6
13	Reading Assignment – Creating Digital Environments Building synthetic images that include weather, liquid and other surreal elements	8	1,4,5,6
14	Final Portfolio Printing and Revisions	10	
15	Portfolio Presentation		
Total		97	