



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

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

Spring 2013, GRA 2330, Digital Photography 1, 7362, TH 8 – 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. Students will develop visual literacy as well as framing and compositional skills. 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 and cameras, the student will gain hands-on experience capturing digital images in the studio as well as on location. Students will also learn professional methods and software to manage, process and print digital images.

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-f12-1/>

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--Jekyll & Hyde: 15 pts**
-Use photographic style to create two very different portraits of the same person presented as prints for critique.
- **Final Project-On Location: 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. Two of these locations will be Green-Wood Cemetery and the Brooklyn Botanic Garden, both of which will be visited on class field trips. The third location is the student's choice. 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.

Jan 31-week 1*- Course Overview

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

Resources: <http://digital-photography-school.com/digital-photography-composition-tips>, *Visual Elements pdf*

HW 1: photo description

Feb 7-week 2*- Photographic Composition

Composition principles, Setting the camera: ISO, Shutter Speed, Aperture, Histograms.

Resources: <http://www.prophotolife.com/video-episode-5-camera-meters-and-histograms/>
<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 2: 6x6

No Class Feb 14th. CUNY Tuesday.

Feb 21-week 3*- Exposure Basics and Lighting Direction

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

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 3: Lighting Direction

Feb 28-week 4 – Portrait Basics

The photographer-talent relationship, Pose: front, three-quarter, profile. Expression.

Cropping. Lighting: fill and key, broad and short lighting, reflectors, background separation.

Reading: *Portrait Lighting pdf*

HW 4: Portraits

March 7-week 5* – Portrait Lighting for Mood

High-and low-key lighting for studio portraits, wide-angle distortion
Midterm project: Edit and post in-class portrait shoot

March 14-week 6- Digital Darkroom Workflow

Editing and organizing images. Camera RAW. Sharpening. Preparing for printing. Color Management. Color Profiles. Bit depth. Mid-term project support. Quiz Review.

Resource: <http://www.luminous-landscape.com/tutorials/understanding-series/understanding-histograms.shtml>, Camera RAW pdf, <http://www.photoshopessentials.com/essentials/16-bit/>

Assignment: Review

March 21-week 7*- Quiz, Mid-term Critique

HW 5: Reflections

March 28-No Class. Spring Break!

April 4-week 8- Shutter Speed

Painting with Light. Creative Uses of shutter speed to both stop and blur motion

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

<http://www.youtube.com/watch?v=tA2yQ22YGD8>

HW 6: Motion

April 11-week 9- Contemporary Photographic Practice

Photography Gallery Field Trip

HW 7: Color contrast

April 18-week 10* – Historical Photographic Practice, Location Research

Field Trip: Brooklyn Historical Society

HW8: 10 minutes from home

April 25-week 11*- Aperture: Extensive vs Shallow Depth of Field

Field Trip: Greenwood Cemetery

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

Final Project 1: Edit field trip photos and prepare best two for printing

May 2 - week 12*- 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, and shallow depth of field with a compact digital camera.

Resource:

Final Project 2: Edit field trip photos and prepare best two for printing

May 9-week 13*- Digital Darkroom Review and Printing

Review digital darkroom workflow

Final Project: Shoot 3

May 16-week 14*- Quiz, Final Project Support, Printing

Final Project: Prepare Presentation

Assignment: Learning Log Course Evaluation

May 23-week 15- Final Project Presentations