Course Description
This introduction to the visual forms and concepts of the photographic image covers a range of digital techniques along with aspects of the history of photography. Students must provide their own digital camera. Field trips and image presentations supplement the studio aspect of the course.

Addendum: Students will develop the technical and aesthetic skills to make quality digital photographs. Technical skills acquired include: digital cameras, basic use of Adobe Photoshpop and inkjet printing. Students will also nurture a critical relationship to technological imagery through critique and class discussion. Conceptual topics covered are: the relationship between form and content, the translatability of “Real” events into aesthetic objects and what it might mean to do this.

Instructional Objectives
This class will cover several topics surrounding the technical/formal skill needed to create an image and the visual language necessary to engage photographic works critically. Students will learn about their digital cameras and how to use and manipulate them internally and externally. Subsequently, time will be spent learning different techniques in Photoshop to better control the look of the photographs.

The required text, A Short Course in Digital Photography by Barbara London and Jim Stone, will act as a guide through the technical and conceptual dimensions of making photographic images. After processing the files through Photoshop, the images will be printed using ONLY the Epson printers in the classroom. Roughly 4 – 6 hours per week outside of class is necessary to retain the information covered in class. Following each exercise or assignment we will discuss each student’s work as a group. We will also view the work of historic and contemporary artists to learn about the various expressive possibilities the medium has to offer. Students are expected to contribute to class discussion because the creation of art is a social act; it is about the exchange of ideas. When a photograph is created and shown it has the power to affect and communicate an experience to a larger audience. We will discuss and analyze how the pictures we produce become a part of that dialogue.

PLEASE NOTE:
There is absolutely no food or drink allowed in the media lab. Any student who breaks this rule will be immediately ejected from the media lab and have their access rights revoked for a period of time to be determined.

Thank you for your cooperation!
Readings
Your Camera’s Manual
There is a wealth of information in this text that will not be covered in class. There are also a number of cheat sheets available online (Magic Lantern Guides), which are usually a lot thinner.

A Short Course in Digital Photography
By Barbara London and Jim Stone
This is an excellent overview of the practice of digital photography. I will assign readings to correspond to in-class demonstrations. You can purchase the book at the Brandeis bookstore.

Expectations
Class Participation – 10%
Quizzes – 15%
Exercises – 20%
Weekly Assignments – 25%
Final Project – 30%

* Please Note: Assignments passed in one class late are only eligible for half credit and will not be critiqued. Beyond one class late is ineligible for any credit.
** No credit will be given for late completion of the final project.

Attendance
- Students are expected to attend every class during the session.

- If a student is more than 5 minutes late to class without prior notification accompanied by a reasonable explanation, it counts as an unexcused absence. If homework is due on the day in question, it is considered late and only eligible for half credit.

- Absences must be accompanied by a reasonable explanation and excused. Any students with unexcused absences will have 5 points deducted from their final grade.

- Due to the length of this summer session, more than 2 excused or unexcused absences will result in a failing grade.

- Incompletes will not be granted unless there are extreme circumstances.

Cell Phone Use
- Cell phones must be switched to silent mode and remain out of site during class time.

- Students using cell phones in class for texting, video games, or any other activities not related to the class will not receive credit for being in class that day. This counts as an unexcused absence.
Materials

***Bring your camera (including it’s USB cord), memory card, manual, and storage device to ALL classes.***

Mandatory

1. Digital Camera: A digital SLR is preferred. Any camera that has FULL manual functions is acceptable.
2. Extra Memory Cards: It will save you from that moment when you’ve composed the perfect picture and your camera shuts off or blinks “card full.” I recommend at least two 4 GB memory cards.
3. Extra Battery: In case you run out of power while photographing.
4. Electronic Storage: Flash drives/jump drives or portable/external hard drives. This is for saving and archiving of images. I recommend at least a 16 GB drive.
5. Digital Printing Paper: You must buy your own printing paper. Acceptable printing papers are as follows:
   A. Inkpress Glossy or Luster Paper (for Inkjet printers)
   B. Epson Premium Glossy or Luster Photo Paper (for Inkjet printers)

**Please do not use any inkjet papers other than those listed above unless otherwise recommended or approved. Most inexpensive papers will damage the printers. Any students who use other brands will have 5 points subtracted from their final grade.

A reliable professional photography retailer:
EP Levine
219 Bear Hill Road
Waltham, MA 02451
(617) 951-1499
www.eplevine.com

Optional

1. Tripod: An essential for taking photographs at slow shutter speeds, at night, or for macro photography. Make sure you select a tripod with levels (to ensure your camera is straight) and that you can stand while using it (NOT a small tabletop tripod).
2. Card Reader: If your camera uses a memory card other than a SD card, a card reader is necessary.
Changes
Please note that the schedule is subject to change. Do not hesitate to let me know if you are interested in other areas not covered in class – I am here to work with you.

SCHEDULE

Week 1:

Monday
Introductions:
- Syllabus.
- Discuss final dates.
- Assign computers and groups for critiques and final projects.
- Digital cameras and how they work.
- Cameras Functions, Auto/manual, Focal/macro ring, Menus.

For Tuesday:
1. Make 50 different pictures of a place. Do not repeat images.
2. Bring your camera, USB cord, and memory card to next class.

Tuesday
Technical Day:
- Bridge Demo – making Contact Sheets & naming your pictures.
- Printing Basics. Quick Prints.
- How the frame works. THE RULE OF THIRDS demo.
- View images of artists framing techniques.

For Thursday:
1. Read chapters 9 & 10 in London/Stone and do take-home quiz.
2. Quick print your 5 favorite images from your place.

Thursday
- View “Place” images.
- View and discuss Robert Frank’s project “The Americans” (1955/56).

For Monday:
1. Make 50 pictures in RAW format (or highest quality) for RULE OF THIRDS exercise.
2. Print digital contact sheets and 5 favorite images from Rule of Thirds using Preview.

Week 2:

Monday
Critique Day:
- Take-home quiz on Chapters 9 & 10 due.
- View and discuss images from RULE OF THIRDS exercise
- TYPES OF LIGHT: Tungsten, Fluorescence, Sunlight, Shade, Overcast.

For Tuesday:
1. Read Chapters 1, 2 & 3 in London/Stone and do take-home quiz.
Week 2 (cont.)

Tuesday

Technical Day:
- Take-home quiz on Chapters 1, 2 & 3 due.
- Metering (Exposure - Aperture, Shutter Speed, “Film” Speed).
- Discuss BRACKETING exercise.

For Thursday:
1. BRACKETING exercise. Using 5 lighting situations and do a bracket set of 5 images per scenario. Refer to handout for further instruction.
2. Keep the RULE OF THIRDS in mind when bracketing!!!
3. A total of 25 images are due on Thursday. Also, be sure to bring your cameras, USB cords and memory cards to class.
4. Print 1 page for each bracket set (5 images per sheet) and bring printed contact sheets to class.

Thursday

Printing Day:
- Q & A on Bracketing.

For Monday:
1. BRACKETING exercise. Choose 5 lighting situations and do a bracket set of 5 images per scenario. Refer to handout for further instruction.
2. A total of 25 images are due on Monday.
3. Print 1 page for each bracket set (Set Rows to 2 and Columns to 3 in Bridge for 5 images per sheet) and bring printed contact sheets to class.
4. Print the best exposure of all 5 images and bring to class on Monday.

Week 3:

Monday

Critique Day:
- View and discuss contact sheets and images from BRACKETING exercise.
- TREE Exercise assigned.

For Thursday:
1. TREE EXERCISE: Make 50 DIFFERENT pictures or more of a single tree (RAW or highest quality).
2. Begin the exercise today and bring some of your images to class tomorrow for workshop.

Tuesday

Photoshop Day:
- Photoshop interface introduction: Workspace and Menus.
- RAW files.
- Contrast and Color Balance.
- Printing from Photoshop: Profiles, Color Balancing and Testing.

For Thursday:
1. Read Chapters 4 & 5 and do take-home quiz.
2. Continue photographing for TREE exercise and bring all images to next class.
3. Practice editing 10 images in Photoshop and bring files to class on Thursday.
Week 3 (cont.)
**Thursday**
Printing Day:
- Take-home quiz on Chapters 4 & 5 due.
- The importance of Test Prints.
- Work on images and print during class.

For Monday:
1. Print digital contact sheets using Bridge.
2. Print 5 favorite images from TREE exercise using Photoshop and bring them to class.
3. Bring all test prints.

Week 4:
**Monday**
Critique Day:
- View and discuss images from TREE exercise.
- LANDSCAPE/PORTRAIT assignment.

For Tuesday:
1. Begin making 100 DIFFERENT pictures for Landscape/Portraiture assignment. 50 images should be Landscapes, the other 50 should be Portraits.
2. Bring at least 50 images from Landscape/Portraiture assignment along with your cameras, USB cords and memory cards to class tomorrow.

**Tuesday**
Photoshop Day:
- Toolbar and Selections.

For Thursday:
1. From Landscape/Portraiture assignment - Print digital contact sheets using Bridge and print 6 favorite images using Photoshop and bring them to class.
2. IMPORTANT: 3 of these prints should be Landscapes, 3 should be Portraits.
3. Bring all test prints.

**Thursday**
Critique Day:
- View and discuss contact sheets and images from LANDSCAPE/PORTRAIT assignment.
- Final series assigned – A project of your choice!

For Monday:
1. Make 75 pictures toward a theme of your choice. The final project will consist of 6 “Final” prints and be presented to the class.
2. Prepare at least 3 images in Photoshop to print on Monday AND bring your cameras, USB cords and memory cards to class on Monday.
Week 5:
*Monday*
Printing Day:
- Work on images and print for final project.

For Tuesday: Group 1 – Have 6 images printed for final presentation.

For Wednesday: Group 2 – Have 6 images printed for final presentation.

*Tuesday*
Group 1 – Final Presentations

*Wednesday*
Group 2 – Final Presentations