

# Syllabus

## Digital Photography

### Art 351

Brian Petersen...Fall 2009 course #10947  
Class Hours... Tuesday & Thursday 6:00 - 8:50 pm in ADC 330  
Office phone... 818 677-3042  
E-mail... brian.petersen@csun.edu  
Office hours...Tues & Thurs 3:00pm - 3:30 pm in ADC500.

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**Art 351:** Prerequisite: Art 250. Exploration of Digital Photography as used by commercial and fine art photographers. The goal is to expand the creative potential of photography by building on the skills of traditional film based processes. Production of a personal digital photography portfolio is a primary objective for each student.

Course content: Esthetics, history, concepts & techniques related to commercial & fine art digital photography, exposure optimization, color management, and output options including print, web & multi-media, compositing, selection masking & modification techniques. Developing a professional photo studio workflow. **Personal photography, (in and out of the studio) will be required on a weekly basis.** May be repeated once for credit; 9 hours lab.

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**Lecture/ Demo:** A lecture/demonstration will usually be presented during the first hour of the class period. Students will work on sample digital files in class, and use these steps in their own personal photographs. **You will be required to shoot original digital photographs for all graded work.** Time will be allocated each day for completion of projects. **Attendance sheets will be circulated each class meeting.**

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**Projects:** Short tutorials will be assigned each session. Activities are structured to explore the creative potential of the tools and techniques. We will begin with simple exercises and conclude with more complex projects. Each tutorial builds on or uses imagery created in previous projects, so ALL are important. If you get behind, you will have problems and your grade will reflect it.

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**Required materials:** **A flash drive, CDR or HD to transfer your files to my computer.** We will provide digital cameras when we do any studio photography. Original photography can be done from any type of digital camera. We do not provide hard copy printouts for portfolio presentation. Several options for final portfolio work will be offered.

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**Methods of Evaluation:** You will be evaluated on how effectively your projects demonstrate an ability to interact with the media and apply the concepts discussed. Development of professional level presentations of your digital images will be required. Work will be critiqued in class. Attendance and class participation will be factored into your grade. The final grade will use the + & - system.  
**1st portfolio 25%, 2nd portfolio 25%, 3rd portfolio 25%, Final Portfolio 25%**

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**Due dates:** **Sept 24... 1st portfolio Oct. 22... 2nd portfolio Nov 12... 3rd portfolio Dec 10... Final portfolio** due  
Do not attach work to E-mail messages. Due dates are important.  
Late projects will be downgraded. After two weeks, projects will not be accepted.

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**please note:** This class is intended to satisfy your needs. If you have any suggestions or special needs, please let me know. Most of the learning involves active participation. Additional lab time is available during the day and evening, take advantage of this to complete class projects and **explore creative options.**  
LAB HOURS WILL BE POSTED by the second week.

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**Final portfolio review:** **Tuesday, Dec 15 at 8:00 pm.** Final portfolio review

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**Suggested Texts:** Available through amazon.com  
Perception and Imaging. Zakia; (26.37)  
Adobe Photoshop CS3 Photographers Guide. Busch (24.00)  
Adobe Photoshop CS3 Book for Digital Photographers. Kelby (31.49)  
Adobe Photoshop CS3: Up to Speed. Willmore (19.79)  
Photoshop CS3 Visual Quickstart Guide. Weinmann Peachpit Press (19.79)

**Art 351 Digital Photography 10947 Petersen Fall 09 Class Schedule (subject to changes).**

Tuesday Aug. 25,	Thursday Aug. 27	Introduction to the course. Thinking like a professional photographer. Discussion of personal photo examples & goals. Getting the most out of digital cameras & studio equipment. Camera/Computer/Software basics. Using Adobe Bridge.
Tuesday, Sept. 1,	Thursday Sept. 3	Exposure, selections, layers, levels, dodge & burn, smart filters, masks.  <b>#1 Window light portrait project introduced *due Sept. 24</b> <b>#2 Layer mask project (single subject) introduced. *due Sept. 24</b> <b>#3 Mirror image project introduced *due Sept. 24</b>
Tuesday, Sept. 8,	Thursday Sept. 10	Dynamic composition, color balance, cropping, resizing & straightening. Improve landscape photographs. Selective focus.
Tuesday, Sept. 15,	Thursday Sept. 17	Levels & Curves. Sepia Portraits, Portrait retouching, Camera Raw workflow <b>Thursday Portrait studio lab shoot</b>
Tuesday, Sept. 22,	<b><u>Thursday Sept. 24</u></b>	<i>Tuesday open lab day</i> <b><u>Thursday Sept 24 1<sup>st</sup> portfolio due</u></b>  <b>#4 Studio Portrait project introduced *due Oct. 22</b> <b>#5 Fine Art Landscape or Cityscape project introduced *due Oct. 22</b> <b>#6 Photo Collage project introduced. *due Oct. 22</b>
Tuesday, Sept. 29,	Thursday Oct. 1	Extracting elements. Poetic image. Pen & ink, Watercolor, and Oil emulation, Pop Art techniques.
Tuesday, Oct. 6,	Thursday Oct. 7	Product photography using compositing, Actions & automated functions.
Tuesday, Oct. 13,	Thursday Oct. 15	Combining exposures, Publishing a self promotion book. Split toning effects. Repairing old photos.
Tuesday, Oct. 20,	<b><u>Thursday Oct. 22</u></b>	<i>Tuesday open lab time</i> <b><u>Thurs. Oct. 22 2<sup>nd</sup> portfolio due.</u></b>
Tuesday, Oct. 27,	Thursday Oct. 29	Pen tool use <b>#7 Surreal image compositing project introduced. *due Nov 3</b> <b>#8 Homemade superhero project introduced *due Nov 3</b>
Tuesday, Nov. 3,	Thursday Nov. 5	<b>#9 Motion graphics project introduced. *due Dec 10</b> <b>#10 Undetermined final project introduced *due Dec 10</b>
Tuesday, Nov. 10,	<b><u>Thursday Nov. 12</u></b>	<i>Tues. Open Lab day</i> <b><u>Thurs. Nov. 12 3<sup>rd</sup> portfolio due.</u></b>
Tuesday, Nov. 17,	Thursday, Nov. 19	High Dynamic Range process, Combining bracketed exposures, Photomatix Pro use. Displacement effects
Tuesday, Nov. 24,		Quick web & PDF solutions for self-promotion, Color management, Print output considerations.
Tuesday, Dec. 1,	Thursday Dec 3	<i>Tues. Open lab day</i> <i>Thurs. Open lab day</i>
Tuesday, Dec. 8,	<b><u>Thursday Dec. 10</u></b>	<i>Tues. Open lab day</i> <b><u>Thurs. Dec 10 Final portfolio projects due</u></b>
<b><u>Tuesday, Dec 15</u></b>		<b><u>Tuesday Dec 15 at 8:00 PM</u></b> <b><u>Final portfolio review</u></b>