

# Syllabus for Art 540 Advanced Photographic Imagery

Spring Semester 2007

School of Art Design and Art History

San Diego State University

Tuesday/Thursday 9:30 a.m.-12:10 p.m.

Instructor: Naomi Spellman

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Course website: [www.34N118W.net/540](http://www.34N118W.net/540)

## Course Description

Advanced exploration of digital imaging tools, photography, and relevant historic works and texts. We will build on students' knowledge of photographic principals and imaging software. Technical skills to be addressed include lighting, advanced digital compositing, digital effects and textures, color management, file management, large format prints, and installation-based imaging. These exercises are subject to availability of equipment and facilities on campus.

We will consider various means of photographic and non-photographic imaging expression, including scientific and medical imaging technologies and data visualization. There will be a research project, which will emphasize a historic or technical aspect of imaging.

2-4 field trips to venues in Southern California are expected.

Maximum credit six units with consent of instructor.

## Course Website

Information on all Course Projects, short exercises, due dates, reading assignments, as well as many helpful resources will be available on the course website. The instructor may clarify or change an assignment if necessary via the website. You are responsible for all information on the website, so you will need to check it at least once a week. <http://34N118W.net/540>

## Reading

Reading assignments, exercises, and project examples will be assigned throughout the semester, accessed through the course website.

## Prerequisites

The prerequisites for this course are "C" or better in Art 340, or Art 240 and 407. Every student must show proof of prerequisites by the third class period. The instructor may administratively drop preregistered students who are unable to show proof of prerequisites. If space is available, the instructor may add crashers who are able to show proof of prerequisites. By the second class period turn in a copy of either a grade report for prerequisite class or student transcript.

Please note: An understanding of graphic imaging techniques in Adobe Photoshop is also suggested. SDSU BATS courses (<http://www-rohan.sdsu.edu/~bats/>) are free to students and cover basic Photoshop techniques as well as other software programs.

## Assignments

We will have approximately 5 Projects, each taking about 3 weeks to complete. Students will have project related deadlines each class period. Late assignments and late projects may be marked down by 5% of total project points for each late class. Each Project will be introduced with examples and supported with technical demonstrations. Each project will have specific requirements in terms of reading, preparation, documentation of your process, and required steps for development and completion. In addition to Course Projects, exercises will be assigned to promote the concepts and skills needed to complete Projects. You must be prepared to show your results for these exercises.

If you are absent from the room when information is given, it is up to you to get that information from classmates or the website. Assignments must be submitted on the day they are due. Due dates will be listed on the course website. If you submit the assignment on time but are unhappy with it, you can rework it for full credit. Everyone will participate in group critiques at the end of each project. Critiques will help identify areas that need work, appreciate strengths and individual experience, and help develop the vocabulary needed to function as a designer or artist.

## Evaluation

Your participation is important to the evolution of the course and to the course dynamic. Students are expected to be present in class and to participate in all discussions and exercises. After 3 absences, your grade will be reduced by 5% of the total grade points for each absence. More than 10 absences will result in a grade of "F". An incomplete grade will only be granted for extenuating circumstances. I will post mid-term grades halfway through the semester on our website, with student ID numbers identifying individuals.

Grading will be based on:

Course Projects (including related reading and technical assignments): 75%

Quizzes: 15%

Participation and involvement: 10%

A- Outstanding achievement, available only for the highest accomplishment. B- Praiseworthy performance, definitely above average. C- Average, awarded for satisfactory performance, the most common grade. D- Minimally passing, less than the typical undergraduate achievement. F- Failing. (Based on SDSU grading guidelines.)

## Project Rules

Students are responsible for backing up all Projects and exercises through the last day of fall semester. You should have a digital file backup of each assignment as you are working on it, and you should also backup the completed assignments onto CD-ROM disks. Students must be able to re-submit assignments at any point during the semester – for example if a project is somehow lost or corrupted, the student is responsible for bringing in a backed up digital copy.

Photographs must be original images taken by the student unless the instructor specifies otherwise.

Emphasis will be on: conceptual development (creativity and problem solving), technical execution, craftsmanship, class participation and involvement, presentation (oral and written communication, neatness and organization), timeliness and preparedness, and motivation to push projects to a high level.

All final Project files will be turned in when due as JPEGs. TIFFS or layered PSD files should NOT be submitted to the instructor machine. The digital files are submitted in addition to prints or other final project formats as specified by the instructor. All work should be labeled with your last name and first initial.

## Classroom Rules

Do not surf the web during class time. If you are online, it is for course specific research only. If you ignore this rule you will be considered absent for the day and your grade will be lowered accordingly.

Do not make phone calls or leave the class during critiques, demonstrations, or while the instructor is giving instructions. If you ignore this rule you will be considered absent for the day and your grade will be lowered accordingly.

No food or drinks allowed in the computer lab.

No personal software may be installed on the computers.

No cutting with sharp tools on the tables in the computer lab

No food or drink container may be used in a classroom or classroom area for anything other than food.

Do not pull out computers to plug in external devices. Use extensions for USB devices. Contact a lab assistant for other needs.

## Materials

Sketchbook

Pencils or Markers for drawing

Digital storage media (zip, CD, USB drive, etc)

Digital Still Camera – These can be borrowed from the school. You do not have to purchase any equipment for this course.