PHOT A225: PROFESSIONAL DIGITAL WORKFLOW AND COLOR MANAGEMENT

Item	Value
Curriculum Committee Approval Date	12/08/2021
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	108 Total Hours (Lecture Hours 36; Lab Hours 72)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Emphasis on current techniques of advanced digital printing workflow, digital file preparation, color management and advanced digital retouching techniques. Recommended for those with an interest in commercial, editorial, or fine art work. Counts toward "200" level elective for Photography Certificate of Achievement. PREREQUISITE: PHOT A125. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Identify and execute a variety of advanced print preparation techniques for a professional project.
2. Demonstrate skills in advance retouching.

Course Objectives

- 1. Investigate advanced digital techniques for photography.
- 2. Develop skills in visualization, retouching and other commercial applications of photography.
- 3. Investigate photographic print preparation, printing methods, color management and print proofing,
- 4. Explore additional photographic support resources on the Internet.
- 5. Demonstrate presentation skills.
- 6. Develop and execute a professional project.
- 7. Demonstrate advanced color correction techniques.
- 8. Develop workflow strategies for photographic images.

Lecture Content

Intermediate techniques for digital photography Working with large high resolution images Using the appropriate file formats Working with Photoshop and compatible software applications Discussion of workflow in photography Demonstration of in-process visualization on the computer Color and tonality adjustment tools Color theory in the new photography How color management relates to the visualization process Historical context to new photographic technology Proper use of ICC profiles and adjustment layers End Points Luminosity and Density Contrast Color balance Saturation and Color shaping Commercial applications Intermediate Retouching Montage Color management equipment Camera to print workflows Printing Resolution and file size Visualization with printer ICC profiles Testing for new printing materials Gamut limits

Lab Content

Laboratory Content (36 hrs) Arranged (TBA) Content (36 hrs) The following content will be covered in a combination of scheduled and TBA lab hours: Demonstration and supervised practice of the following: Comparison of Raw vs Raster Image processing. Demonstration and practice in working with high resolution images in various file formats. Advanced Layer Pack and Blend Modes methodology. Raw Smart Objects inside Photoshop master files. Printing consistently by setting numeric image (profile) and physical attributes (print settings). Opening multiple images into PSD layers and using Clipping Masks. Retouching in the advanced layer pack and Soft-Proofing. Analysis of Work Prints and Final Prints.

Method(s) of Instruction

- Lecture (02)
- Lab (04)

Instructional Techniques

Discussion of concepts of visualization, printing preparation and advanced retouching. Demonstrations in the digital lab, classroom and on location. Instructor and peer feedback through critique of student work. Use of software demonstrations, Internet, and PowerPoint presentations relating to contemporary trends in printing, retouching, and digital workflow.

Reading Assignments

Students will spend 2 hours per week reading from selected instructor handouts and research texts.

Writing Assignments

Students will spend 2.5 hours per week on responses to reading assignments, critical analysis of their photographic assignments, Artist Statement for their final project and image Keywords and Metadata.

Out-of-class Assignments

Student will spend 3 hours per week completing class photography and coure ssignments designed to reinforce concepts introduced in lecture. Students will work independently outside of class to meet assignment photography requirements. Student will utilize the digital lab to complete image processing and printing exercises that use problem solving situations related to assignment work.

Demonstration of Critical Thinking

Students will demonstrate critical thinking skills in the production of photographic assignments. Students will visually communicate conceptual and aesthetic concerns in response to lecture material. These ideas must be supported verbally in critiques.

Required Writing, Problem Solving, Skills Demonstration

Students will demonstrate problem solving and skills with the production of a portfolio of photographic imagery for class projects. These projects require that techniques are applied appropriately to solve various challenges that are presented. Students will participate in group and individual critiques. Additionally, students may be asked to write short reports from assigned readings.

Eligible Disciplines

Photographic technology/commercial photography: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Other Resources

1. Selected handout materials provided and distributed by the instructor.