

PHOT A280: PROFESSIONAL DIGITAL TECHNIQUES

Item	Value
Curriculum Committee Approval Date	12/02/2015
Top Code	101200 - Applied Photography
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	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

A course on professional digital techniques for emerging digital photographers. A strong technical basis will be introduced, but primary orientation will be toward solving practical problems in professional digital photography. Areas covered will include advanced post-production practices, simulating professional working situations, and professional digital methodologies. PREREQUISITE: PHOT A180. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Identify techniques in professional digital photography.
2. Demonstrate the ability to use professional post-production techniques in various commercial and professional situations.

Course Objectives

- 1. Apply professional digital retouching techniques to images.
- 2. Identify professional post-production Practices.
- 3. Demonstrate use of Wacom Tablets.
- 4. Demonstrate and apply a thorough knowledge of the digital zone system.
- 5. Demonstrate knowledge of camera raw applications.
- 6. Discuss the medium of digital photography and its wide uses in art, science, industry and business.
- 7. Discuss current professional digital trends in the field of professional and commercial photography.

Lecture Content

1. Introduction a. Grading b. Requirements c. Advanced Blending Modes d. In depth outline of each blending mode e. When and how to appropriately choose your blending modes f. Appropriate layer structure: naming and grouping 2. Smart Objects Camera Raw to image finals. 3. Self Promotion Design and Layout Choosing and creating you identity b. Photoshop and text Photoshop and small media layouts: promo pieces, micro-folios, business-cards d. The Photographers Website Optimizing files for online viewing 4. Digital Technician Workflow a. Equipment at home, in studio, and on location b. Studio and on location tethered photo shoots c. Post Production workflow for the emerging digital technician. d. Common capture

software used in professional photography. 5. Skin/People/Portrait Retouching Techniques 6. Advanced compositing and HDR Manual image composting with mixed lighting b. Advanced Layer Masking Ambient image compositing with Merge to HDR d. Tone Mapping 7. Panoramic capture and stitching techniques On Location panoramic shooting b. Overview of Panoramic software and equipment Output cylindrical, spherical, QTVR for print and web 8. Advanced Black and White techniques The zone system in a digital world 9. Digital Asset Management Comprehensive overview of creating and managing your photo archive 10. Large Format Output Advanced Photoshop techniques for large-scale images b. Field trip to printing bureau 11. Guest lecturer to discuss pre-press and printing.

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: 1. Lab Orientation a. Lab Policies and Procedures b. Course Materials c. Purpose and expectations. 2. Professional Image Editing Workflow a. Practice appropriate layer structure: naming and grouping. b. Practice using advanced Blending Modes on student images as part of assignment work.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

1. Demonstration of various approaches to problem solving through lecture and critiques. 2. Discussion of digital photographic principles and aesthetic concepts. 3. Instructor and peer feedback through and critique of student work. 4. Digital presentations to illustrate concepts introduced. 5. Use of Internet based presentations relating to historical and contemporary ideas. 6. Interactive computer demonstrations to illustrate the use of the computer as a creative tool. 7. Field trips and demonstrations to illustrate concepts.

Reading Assignments

Students will spend 2 hours reading assigned from professional technique periodicals.

Writing Assignments

Students will spend 30 minutes per week writing reports on a photographic field visits, short responses to class assignments and written proposals for assignment work.

Out-of-class Assignments

Student will spend 4 hours completing class photography and assignments designed to reinforce concepts introduced in lecture. Students will work independantly in studio and outside of class to meet assignment requirements. Student will utilize the digital lab to complete exercises that use problem solving situations related to assignment work.

Demonstration of Critical Thinking

1. Photographic assignments. 2. Critiques of assignments and presentations. 3. Oral defense of conceptual reasoning. 4. Written exams.

Required Writing, Problem Solving, Skills Demonstration

Students projects will include written project proposals that will require them to use critical thinking by dealing with challenges presented by project clients. They will demonstrate skills by completing assignments successfully.

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. Contemporary selected readings. Selected handout materials will be provided and distributed by the instructor.