



hybrid course overview

Students in the Digital Imaging hybrid course will master principles of digital photography and post-processing skills to capture, edit, prepare, size and optimize images for professional presentation in print and Web media. Expertise in photography and image editing are equally vital in most related careers. Digital imaging skills can give the edge to applicants in many fields because of the high demand. Students in this course will meet in the classroom once a week where they will often have hands-on learning experiences. Access to a DSLR camera is highly recommended. Students may check out DSLR camera gear to complete assignments, on a first-come first-serve basis. The prerequisite for this course is Comm 130 Visual Media so students will understand basic design principles, which are vital for the tutorial and photobook projects.

learning outcomes

1. Understand DSLR camera functions and principles of light, focus, composition and creativity to produce effective visual communication for targeted audiences.
2. Learn to use auxiliary lighting equipment to produce creative, quality images that need less post-production enhancement.
3. Practice and apply image editing, sizing and optimization skills in industry-standard software for print and Web applications.
4. Publish and promote images through a weekly Wordpress blog, custom hardbound photobook, fine art print and social media channels.
5. Practice the Learning Model through advance preparation, hands-on learning activities with formative feedback, peer review and students teaching one another.
6. Expand mastery of the design and typography principles, and acquire versatile digital imaging expertise to serve the Lord and Savior Jesus Christ.

bannack ghost town

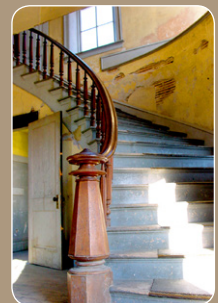
The highlight of the course is a day-long, required photo excursion to Bannack Ghost Town in Montana, a well-preserved, uncommercialized gold mining town. The rich history, old buildings, artifacts and landscape provide excellent opportunities for hands-on learning.

materials: Access to a DSLR camera (Some available for limited 24-hr checkouts)

- Photo Excursion: \$55 To cover travel bus, park fees, tours, dinner, models
- Fine Art Print: \$19 16x24 print, mounted on foam core (from Zippy Ship & Copy)
- Photobook: \$20+ Photobook
- Textbook: \$19 *Custom Images* - digital textbook subscription

course projects

Project 1: Photo Blog (spans 8 weeks)	138 points
Blog Comments	21 points
Project 2: Fine Art Print	25 points
Project 3: Conceptual Challenge	50 points
Project 4: Photobook Portfolio (drafts, critiques, presentation)	55 points
13 Activities / OSES / Pickup Photobook / Syllabus Quiz	133 points
Total Points:	422 points





hybrid course design

Students meet in class once a week for two hours for instruction, hands-on learning, demonstrations, student tutorials and group critiques. All course deadlines are setup in a consistent weekly pattern with consistent deadlines. The course Schedule is the “go-to-guide” for this course and should be consulted frequently. It takes precedence over deadlines in I-Learn, due to the problems that can occur there. The Schedule shows point values, deadlines and in the right column: topics to be covered in class.

Students will submit weekly complete activities and links to their blog posts in I-Learn. Some printed projects will be turned in at the start of class. Students will complete most activities on their own time, since this is a hybrid course, but a few activities will be completed and submitted in class. Students may get assistance in the lab from experienced lab assistants.

coursework

Students complete four main projects, detailed below. Each week of the course has a theme with a weekly activity for students to learn new skills and demonstrate their learning. There is a Syllabus Quiz at the start of the course and a Mastery Skills Final at the end.

project 1: photo blog

Students will set up a blog during the first week of the semester. Existing blogs started in Comm 100 or 130 may be used if a separate category tab is setup to show all posts from this class. See instructions in I-Learn, or get help from a lab assistant. Project 1: Photo Blog will span the first eight weeks. Students will create blog posts each week in their WordPress blog to share their weekly photography and editing assignments. Only new photos taken during the semester may be used, unless otherwise specified. This blog will serve as a portfolio to practice SEO (Search Engine Optimization), showcase skills and projects for future employment.

weekly blog comments

Students will view six classmate blogs, and comment on three different posts each week by leaving a meaningful paragraph and linkback.

project 2: conceptual challenge

Students will study and complete a conceptual photography, project, which is a type of creative commercial photography often created for book covers, movie posters, ads and websites to tell a story or illustrate a concept. conceptual photography. Students will draw random words and incorporate them into a creative photo layout in a timely fashion to mimic real world deadlines. This project will be presented on the blog and as an 8x12 mounted print.

project 3: fine art print

Students will gather critique and choose their best photos from the semester. They they will select their best image to print and present their best 16x24 image from the P1 Photo Blog as a large format Fine Art Print.

project 4: photobook

Students use their best images from P1 Photo Blog to design and publish a custom 20-page photobook. Instructions and samples are available in I-Learn. Each student will submit PDFs of their pages for group and instructor critique prior to publishing their book. Students will present their final photobook on the last day of class, which is required for a passing grade in the course.





courtesy policy

Students are expected to follow the Courtesy Policy, used in all Visual Comm courses. Courteous and professional communication about coursework and grades is expected and rewarded. Instructors may award students a few extra bonus points for exceptional courtesy, professional interaction, respectful participation, prompt communication, outstanding and prompt attendance / participation and respect for grading procedures.

Employers tell us many interns and recent graduates lose their chance for successful employment because they complain about insignificant issues. These extra courtesy points help encourage professional communication and will help compensate for grading errors and subjectivity. Students may appeal a grade if they feel there was an error greater than the five courtesy points. The appeal process includes studying the [University Grading System](#) which explains that meeting the minimum requirements constitutes an average 75-80% grade. To receive higher, students need to excel above the average and produce higher quality work. See I-Learn for more details.

deadlines • attendance

In accordance with Comm. Dept. policy, late work will not be accepted. This policy prepares students to meet important deadlines in careers. Many photographers procrastinate or spend too long making decisions and consequently lose important accounts. Remember that projects are not complete until they are delivered before the deadline in the manner requested by the client. This means blog posts must be complete before the link is placed in I-Learn, as required.

Prompt attendance is vital, since class is held only once a week. Students who miss class should obtain the information from another student, lab assistant or tutor. The course grade will be dropped a full letter if a student accumulates two or more unexcused absences (or misses the final presentation). Three or more absences, or missing the Bannack excursion, may result in course failure. Coming in late or leaving early will be recorded as half an absence.

mulligan

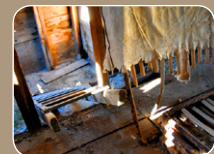
To help compensate for computer / personal emergencies, students are allowed one "mulligan," which allows two extra days without losing points. This mulligan may not be used after Week 12. Please submit the mulligan in I-Learn before the deadline.

client simulation

To prepare students for real-world client experiences, projects will be graded from a specific rubric on a specific time schedule. Students should pay attention to the details of the assignment just as they would to a client request. Effective visual communicators notice details, and learn to make decisions quickly. In this course, the client is the instructor. Submitting work before the deadlines without excuses will help prepare students for future client experiences.

disabilities • ethics

In compliance with applicable disability law, qualified students with a disability may be entitled to "reasonable accommodation." Students must disclose to the teacher any special need they may have before the end of the first week of class. Students are expected to observe the BYU-Idaho Honor Code. All work must be original. Copyright laws will be strictly observed and violations may result in project or course failure, depending on the seriousness of the violation.




 DIGITAL
imaging SCHEDULE

DEADLINES				CLASS TIME: WED 11:30 - 1:30	
Wk	Unit	Date	Deadlines: 11:59 p.m. Tues & Sat (Or at the start of class for in-class work)	Pts	Topics covered in class
1	Light	Apr 17 Mon Apr 18 Tues Apr 22 Sat	Office Welcome Session - 15 minute 1A: Syllabus Review Quiz 1B: Workflow / Print Project Preview	10 10/5	Sign up on Google Doc (Check email) Overview - L-F-C-C Principles - Image Sizing - Exposure Bring Camera: Setup - Modes: Motion & Depth
2	Focus	Apr 25 Tues Apr 29 Sat	2A Blog: MOTION & DEPTH 2B Peer Review / 2C PS Skills		Bring Camera: Troubleshooting - Intros Photoshop Skills - Persp of 12
3	Comp	May 2 Tues May 6 Sat	3A Blog: PERSPECTIVE OF 12 (SM) 3B Peer Review / 3C LR Skills	15 3/5	ACR & Lightroom - Manual & Raw - Portraits Bring Camera: Macro - Hands on
4	Creativity	May 9 Tues May 13 Sat	4A Blog: MACRO Nothing due - Time to work on Bannack posts!	15 3/5	Bannack Plan - Lighting Demo - Portraits - Enhancements Bring Camera: Hands on: Refl-Speedl-Cont-Strobe
May 12 Fri Bannack Ghost Town Photo Excursion 6 a.m. - 10 p.m. - Meet Bus BYU-I Center - uphill					
5	Bannack	May 16 Tues May 20 Sat	5A Blog: BANNACK BEST 5B Peer Review / 5C: Auxiliary Lighting	15 3/5	Portraits - Posing - Enhancements Bring Camera: Speedlighting / Reflector Workshop
6	Portraits	May 23 Tues May 27 Sat	6A Blog: PORTRAITS 6B Peer Review / 6C: Content Aware		Landscape - Post Production Workflow Bring Camera: Hands on: Landscape
7	Landscape	May 30 Tues Jun 3 Sat	7A Blog: LANDSCAPE 7B Peer Review / 7C: Themed Series	15 3/5	Environmental Portraiture Bring Camera: Tell a Story: People-Culture-History-Light
8	Cultural	Jun 6 Tues Jun 10 Sat	8A Blog: CULTURAL ENLIGHTENMENT (SM) 8B Peer Review / 8C Conceptual Plan	20 3/10	Conceptual Challenge - Draw 3 words Blending - Masking - Compositing
9	Conceptual	Jun 13 Tue Jun 17 Sat	9A Conceptual Challenge - BLOG 9B TOP 5 Blog Post	15 10	Printing / Mounting Info - Critique - Mastery Skills Review InDesign Master Pages - Book - Typography
10	Book	Jun 20 Tue Jun 24 Sat	10A Conceptual Challenge - PRINT 10B Photobook: Cover - 4 pages	15 5	Bring mounted 8x12 print to class Presentations / Photobook plan
11	Fine Art	Jun 27 Tue Jun 28-30	11A Photobook: Half Book 11B Instructor Office Critique / Mtg	10 10	Bring 3+ Printed pages - Class Critique Phone Photography
12	Mastery	Jul 5 Wed Jul 8 Sat	12A Photobook Full Book / 12B Mastery Skills 12C Phone Photography	15/15 10	Printing instructions Bring Camera: MS Demo due at end of class
13	Final	Jul 12 Wed Jul 13 Thu	13A Photobook (SM-video & mockup) Pick up Photobook 2 - 5 p.m. - Instructor's office	50 5	Bring Photobook & Potluck - Final Presentations
TOTAL POINTS				422	