DIGITAL imaging

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. If students do not have their own DSLR or mirrorless camera, some cameras and other gear are available from the production office 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.

learning outcomes

1. Understand DSLR / mirrorless 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 / mirrorless camera (Some available for 24-hr checkouts)

Photo Excursion: $55   To cover travel bus, park fees, tours, food, prizes, supplies
Fine Art Print: $18   Two mounted prints: 8x12 and 16x24
Photobook: $10 - $30+ Blurb photobook
Textbook: Free Caryn Esplin ebook: *Balance the Light*

course projects: *Total of 317 points (see detailed points listed on the Schedule, page 4)*

Project 1: Photo Blog (except Macro) and Peer Review
Project 2: Macro with 8x12 mounted print
Project 3: Fine Art Print: mounted 16x24 from McKenna Pro
Project 4: Photobook (drafts, critiques, presentation)
Activities / Syllabus Quiz / Mastery Skills Final & Demo

hybrid course design

Students meet in class once a week for two hours for instruction, hands-on learning, demonstrations, 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. The Schedule (page 4) 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 Overview 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: macro print

Students will study and complete a close-up photography project, using macro tubes or close-up filters to get up close and personal with a variety of small objects. 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, mount and present their best 16x24 image from the Project 1 Photo Blog as a large format Fine Art Print. Students will be required to meet with their instructor to prep their large format fine art print.

project 4: photobook

Students use their best images from the Photo Blog to design and publish a custom 20-page Blurb photobook. Instructions and samples are available in I-Learn. Each student will submit PDFs of their pages for group/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.
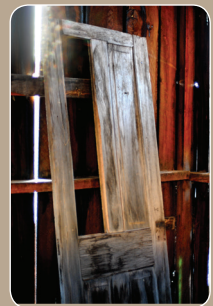
deadlines · attendance

In accordance with Comm. Dept. policy, late work will not be accepted. This policy prepares students to meet important deadlines in careers. Many creative professionals 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 working hyperlink 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. Please submit the mulligan in I-Learn before the deadline. This mulligan may not be used for the final photobook submission or anything after that. This ensures the final printed projects will make it back in time for the final presentation and projects can be graded in a timely fasion for the final weeks of the semester.

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.

extra credit

Students are encouraged to meet with their instructor during office hours to get critique and help with assignments. This is not required, but highly encouraged for succcessful course completion. Students will receive one extra credit point for meeting with their instructor for an office session before the Bannack excursion. This office session will also make the student elgible to complete an extra credit project (provided in I-Learn) for up to four more extra credit points. Students who cannot come in during the instructor's office hours may set up an alternate time that works for both the student and the instructor.

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

Wk	Unit	Date	Deadlines: 11:59p.m. Tuesday & Friday (Or at the start of class for in-class deadlines)	Pts
DEADLINES				
1	Overview	4-23 Tue 4-26 Fri	1A Course Overview Quiz 1B WORKFLOW / Photobook	10 5
2	Light	4-30 Tue 5-3 Fri	**2A Blog: SME** (Self-Motivated Education) 2B Peer Review / 2C BR-ACR Skills	15 3/5
3	Exposure	5-7 Tue 5-10 Fri	**3A Blog: MOTION** 3B Peer Review / 3C Lightroom Skills	15 3/5
4	Focus	5-14 Tue 5-17 Fri	**4A Blog: DEPTH** 4B Peer Review / 4C Photoshop Skills	15 3/5
5	Comp-osition	5-21 Tue 5-24 Fri	**5A Blog: LANDSCAPE PERSPECTIVE** 5B Peer Review	15 3
May 28 Tue 6am - 10pm			**Bannack Ghost Town Photo Excursion** Meet Bus at the BYU-I Center - uphill side	
6	Bannack I	5-31 Fri 5-31 Fri	**6A Blog: BANNACK Series** **6B Blog: BANNACK Creative**	15 15
7	Bannack II	6-4 Tue 6-7 Fri	**7A Blog: BANNACK Portrait** **7B Blog: BANNACK Fine Art**	15 15
8	Macro	6-11 Tue 6-14 Fri	**8A Blog: MACRO** **8B BLOG: TOP FIVE / Contest** (SM)	15 15
9	Photobook	6-18 Tue 6-21 Fri	9A First 5 Pages & 2 printed pages 9B Half Book	10 10
10	Photobook Submission	6-25 Tue **6-27 Thu**	10A Full Book & 2 printed pages 10B BLURB BOOK SUBMISSION	10 5
11	Fine Art Print	7-1 & 2 7-5 Fri	**11A FINE ART PRINT PREP - Office** **11B FINE ART PRINT - McKenna Pro**	10 15
12	Mastery	7-9 Tue 7-10 Wed 7-12 Fri	**12A PHOTOBOOK POST & EVAL FORM** 12B MASTERY SKILLS FINAL EXAM 12C MASTERY SKILLS DEMO	15 15 10
13	Final Reception	7-16 Tue 7-17 Wed 7-19 Fri	**13A EXTRA CREDIT** (Portraits - Conceptual) **13B FINAL POTLUCK & PHOTOBOOK** 13C Pick up Photobook - Instructor's office	up to 4 35 5
			TOTAL POINTS	317

WEDNESDAY CLASS

	Topics covered in WEDNESDAY class
4-24 Wed	Overview - L-F-C-C Principles - Image Sizing - Workflow - PPP - SME - Intros - Peer Review
5-1 Wed	Understanding Exposure - BR - ACR Demo Bring Camera: Setup - Hands-on: Motion
5-8 Wed	Camera Help: C-N-S; Blog Help - LR Demo Bring Camera: Hands-on: Depth
5-15 Wed	Manual & Raw - Landscape - Intros Creative Perspectives; ; Hands on - Photoshop
5-22 Wed	Bannack Plan -Lighting - Portraits - Posing - Bring Camera: Hands-on: Aux Light & Posing
	Bannack State Park, Montana
5-29 Wed	Bring Bannack Photos: Hands-on Edit / First 5 Pg Post Prod / Workflow edits / Portrait Enh / Crit
6-5 Wed	Bring Camera: Hands-on: Macro Shoot
6-12 Wed	Bring 8X12 Macro Print - Present InDesign/ BLURB - Tips & Demo
6-19 Wed	Class Critique - Bring 2 sep pages-printed...1 w/ text; Review Most Common Mistakes
6-26 Wed	Subm Demo - **Instructor Critiques!** Lg Format - PRINT PREP - McKenna Demo
7-3 Wed	TEAM JEOPARDY to review for MS FINAL
7-10 Wed	NO CLASS - Take final at Testing Center
7-17 Wed	Carpool for Final Potluck to Sis.Esplin's Home Bring Mounted Print from McKenna, Blurb Photobook, and Potluck Food Dish