



BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: 2009-2010 NEXT REVIEW: 2014-2015

STATUS: A

COURSE TITLE: Fine Arts Digital Photography.

COMMON COURSE NUMBER: PGY 2806C

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

CLOCK HOURS:

Lecture:32 Lab:64

Clinic:

Contact Hours

PREREQUISITE(S): PGY 2401C

COREQUISITE(S):

PRE/COREQUISITE(S):

COURSE DESCRIPTION:

This course is a Visual Arts class formulated to introduce and develop some of the necessary skills that will enable the students to understand the basic principals of digital cameras, film scanners and digital printing and how to use them in the context of the visual language. It is a course designed for Visual Arts students which will provide them with the necessary tools to understand the conceptual, visual, historical and cognitive arguments needed to create a cohesive and personal body of work.

The students will learn Fine Arts Digital Photography through the use of digital cameras, film scanners and photo editing software. It will be a hands-on learning experience. An important part of the class will be lectures, slide presentations, and discussion of historical and contemporary issues dealing with conceptual and visual arguments. Critiques will be the forum where students present their ideas discuss and verbalize concepts dealing with content and form; critiques are mandatory and will be a group experience.

UNIT TITLES

1. Overview of Fine Arts Digital Photography.
2. Understanding the operation of the digital camera.
3. Understanding the operation and settings of a film scanner.
4. Introduction to Photoshop software.
5. Understanding of color photography and color temperatures.
6. Understanding digital printing.
7. Portfolio presentation and Artist statement.



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UNITS

Unit 1 *Overview of Digital Photography.*

General Outcome:

1.0 The student shall:

Recognize and identify the strengths and weakness of Fine Arts Digital Photography.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 1.1 Develop a vocabulary of photographic terms in digital processes.
- 1.2 Understand the concepts and functions of shutter speeds, F-stops, ASA/ISO settings in digital photography and how to manipulate the information to attain personal expression.
- 1.3 Operate the camera in all different modes with strong emphasis being placed upon “MANUAL SETTINGS” allowing the students to fully control issues dealing with technical knowledge and personal interpretation.
- 1.4 Develop a deeper understanding of visual, historical and perceptual criteria used in the evaluation of photographs.



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Unit 2 *Understanding the operation of a digital camera*

General Outcome:

2.0 The student shall:

Be able to fully understand how to use the camera as a tool for personal vision.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 2.1 Properly expose a photograph using both manual and automatic exposure modes:
Aperture Priority, Shutter Speed Priority, and Manual
- 2.2 Use selective focus to create visual charged images.
- 2.3 Understand how the charged couple device (CCD) captures and store digital information.
- 2.4 Understand the differences between file formats.
- 2.5 Be proficient in the transferring of digital information from the camera to the computer.



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Unit 3 *Understanding the operation and settings of a film scanner.*

General Outcome:

3.0 The student shall:

Be able to properly operate and scan images by using a dedicated film scanner.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 3.1 Prepare and organize information to be scanned.
- 3.2 Set the film scanner preferences in order to achieve a high quality film scan.
- 3.3 Control and alter information that has been scanned in order to convey desired content and composition
- 3.4 Transfer and save information from the scanner to the computer.



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Unit 4 *Introduction to PhotoShop.*

General Outcome:

The student shall:

- 4.0** Upon the successful completion of this unit the students should be able to use PhotoShop as a tool for personal expression and visual exploration.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 4.1 Prepare an image for PhotoShop. Image size, image resolution.
- 4.2 Understand the concepts of Document size, file size.
- 4.3 Have command over the cropping and resizing tools.
- 4.4 Set levels and their function. “White point”, “black point”.
- 4.5 Use the Image settings to transform, enhance and develop the visual concepts addressed in the photograph.
- 4.6 Understand the concepts of “Layers” and how to use them to convey a more visually effective image.
- 4.7 Work with “effects” not as a technical resource but as a conceptual one.
- 4.8 Introduce text as a visual and narrative element.



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Unit 5 ***Understanding Color Photography.***

General Outcome:

5.0 The student shall:

Upon the completion of this unit the students will be able to understand and apply the fundamentals of color in Photography.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 5.1 Understand the definition of “Kelvin” and “color temperature”.
- 5.2 Know the difference between daylight and tungsten and how it can affect the visual and emotional outcome of the image.
- 5.3 Be able to differentiate between RGB settings and CMYK.
- 5.4 Understand and elaborate in how working with diverse light sources can change the interpretation and context of the image.
- 5.5 Understand and apply in their personal work the use of color as a visual and conceptual formal element.



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Unit 6 *Understanding digital printing.*

General Outcome:

6.0 The student shall:

Upon successful completion of this unit the students will be able to obtain a well-balanced color corrected exhibition quality print.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 6.1 Evaluate and correct for color balance, contrast and density.
- 6.2 Calibrate and adjust monitor settings for printer settings.
- 6.3 Choose and select among different types of inks and papers.
- 6.4 Understand the advantages of digital printing vs. traditional printing.
- 6.5 Understand the importance of print scale to convey conceptual and visual arguments.



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Unit 7 *Portfolio presentation and Artist statement.*

General Outcome:

7.0 The student shall:

Upon the successful completion of this unit, the students should be able to present a cohesive body of work in a professional manner. Complete a written Artist Statement.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 7.1 Save all processed images into CD or DVD formats.
- 7.2 Complete an exhibition quality cohesive and personal body of work.
- 7.3 Translate into writing the visual and conceptual arguments that create the core of their work.
- 7.4 Present their final portfolio in a professional manner.