

ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

Programmatic Student Learning Outcomes/Mission

The mission of the Bachelor of Fine Arts Degree in Professional Photography program is to prepare students for careers in the field of professional photography through a philosophy of “learning by doing.” The program is designed to educate all students in basic and intermediate photographic skills through a shared Lower Division. Students develop a creative style and visual problem-solving skills while engaging in specialized market areas and techniques in the Upper Division. The program integrates liberal arts, professional business practices and ethics with a core photography and media production curriculum that prepares students for the creative, business, and technical challenges of a professional photography career.

Program Description

The 120 semester credit Bachelor of Fine Arts in Professional Photography prepares students for careers in the field of professional photography. The cross-platform philosophy combined with the experiential learning provided by professional photographers/ instructors provides a unique and innovative technical education that develops graduates with a creative style and unique visual problem-solving skills. The program combines 75 semester credits of core photography classes, including business course work, and 45 semester credits of general education studies.

Upon Completion of the Professional Photography Program, students should be able to:

- Effectively use contemporary photographic tools. (Visual Literacy, Adept)
 - Effectively use photographic media and asset management software. (Adept)
 - Effectively collaborate to accomplish professional goals. (Collaboration)
 - Develop and implement an effective marketing program. (Problem Solver)
 - Understand professional business and ethics standards. (Ethics)
 - Apply creative and sophisticated visual solutions to the challenges of producing visual media. (Problem Solver, Visual Literacy)
 - Apply effective professional communication skills. (Communication)
 - Develop a lifelong learning pattern. (Adept)
 - Understand the principals of business management. (Problem Solver, Adept)
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Course Title **Digital Imaging II: Workflow**

Course Code **PTT134**

Credit Hours 2 Semester

Contact Hours 3 Hours

Prerequisites PTT124

Course Syllabus

Course Type	Lecture/Studio
Instructor	Christy Schuler
Email	CSchuler@brooks.edu
Telephone	805-275-5329

Term Start/End Date September 8 – December 18, 2015

Course Description

This course covers current practices and concepts related to basic digital image workflow from camera to print. The course continues the understanding of workflow platforms and applying the applications, hardware and general practices to control and manage digital image files. In addition, the student will begin to understand and practice manipulating the basic density, contrast, and color of a digital image.

Learning Objectives

Upon completion of this course the student should be able to:

1. Apply the use contemporary research tools.
2. Choose to adopt current industry standards for managing digital image files, including using hardware and software tools effectively to capture, download, catalog, export and securely archive digital image files (Effectively use photographic media and asset management software)
3. Develop efficient methods for performing basic image processing with a focus on batch processing and parametric image editing
4. Effectively apply workflow tools and methods to process digital image files meeting industry standards for output and reproduction

Required Textbook(s)

Evening, Martin. *The Adobe Photoshop Lightroom 3 Book: The Complete Guide for Photographers*. Adobe Press: June 8, 2010. ISBN-13: 978-0-321-68070-9. *Note: The electronic text version of this book is available at no charge on the Cybrary that can be accessed on the my.Brooks.edu portal.*

Course Outline

Week 1: Review of file browsers and digital asset management tools and methods. Introduction to bit depth. Setting up image processing software.

Week 2: Neutral tones, white balancing in post-production, custom white balancing methods at capture. Understanding color, density and contrast.

Week 3: Introduction to image processing software, setting up software; introduction to color spaces; exporting images with different color spaces.

Week 4: Resolution, sizing and cropping.

Week 5: Printing methods and hardware.

Week 6: Working in grayscale.

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Week 7: Production week – work on workflow and creative image manipulations project.

Week 8: Retouching basics.

Week 9: Slideshow, feedback on images, retouching assessment with feedback.

Week 10: Adjustment brush, masking.

Week 11: Lens corrections, noise reduction, chromatic aberration, vignetting, introduction to effects.

Week 12: Uploading to a web site. Opening images into external editing software.

Week 13: Mounting; presentation methods and standards; review of workflow process.

Week 14: Production week – students create an exhibition of 5 images printed and mounted. Digital submission of before and after image files.

Week 15: Final assessments: print exhibition.

GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student's overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student's grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
Course Area	%	Percent	Letter	Numeric
		93–100	A	4.00
		90–92	A-	3.70
Quizzes	37%	87–89	B+	3.30
		83–86	B	3.00
Class Participation	8%	80–82	B-	2.70
		77–79	C+	2.30
Final Practical Exam	55%	73–76	C	2.00
		70–72	C-	1.70
		67–69	D+	1.30
		60–66	D	1.00
Total	100%	0–59	F	0.00

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DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

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Academic Integrity

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else’s work as one’s own work including images and motion clips. Using work previously submitted for another purpose, without the instructor’s permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.

- **Plagiarism** – Submitting as one’s own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.

- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.

- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.

- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization’s standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:

- Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.

- Brooks Institute will only use legally acquired software on our computers.

- Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.

- Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.

- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

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CREDIT ASCRIPTION ADDENDUM

PTT134 – Digital Asset Management - 2 semester credit hours

Type: Lecture / Studio

Credit Ascription – The amount of hours spent outside of class and the assignment alignment with Course Learning Objectives

Course Learning Objectives:

1. Apply the use contemporary research tools.
2. Choose to adopt current industry standards for managing digital image files, including using hardware and software tools effectively to capture, download, catalog, export and securely archive digital image files (Effectively use photographic media and asset management software)
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The following indicates the **minimum** number of hours per assignment:

Week	Assignment Title	Homework Hours	Assignment Objectives
1	Reading assignment– response paper	2	1
	Photograph white balance images	2	3
	Create contact sheets	1	2,3,4
2	Reading assignment– response paper	2	1
	Prepare for the camera, white balance shoot	2	2,3,4
	Photograph color excitement	2	2,3,4
3	Reading assignment– response paper	2	1
	Crop and image resizing	2	2,3,4
4	Reading assignment– response paper	2	1
	Prepare for photographic printing demo	1	1,2
5	Reading assignment– response paper	2	1
	Crop, size and print 5 photographs	3	2,3,4
6	Reading assignment– response paper	2	1
	Shoot and print for black & white images	2	3
7	Reading assignment– response paper	2	1
	Photograph for retouching	3	2,3,4
	Create a slide show	5	2,3,4
8	Group Project Production	3	1,2,3,4
9	Reading assignment– response paper	2	1
	Photograph wide angle landscapes	4	3
10	Reading assignment– response paper	2	1
	Photograph color in a monochromatic background	3	3
11	Reading assignment– response paper	2	1
	Photograph Architectural structure	3	3

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12	Reading assignment– response paper Research print mounting materials and procedures	2 2	1 1,2,3,4
13	Group Project Production	3	3
14	Photograph, Print and mount for gallery show	10	1,2,3,4
15	Gallery show	4	1,2,3,4
Total		77	