Brooks Institute

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)

Course Title	**Digital Imaging III: Processing Fundamentals**
Course Code	**PTT262**

Credit Hours	3 Semester
Contact Hours	4 Hours
Prerequisites	PTT134

Course Syllabus

Course Type	Lecture/Studio
Instructor	Rob Winner
Email	RWinner@brooks.edu
Telephone	(805) 275-5355
Term Start/End Date	September 8 – December 18, 2015

Course Description
This course emphasizes the fundamental use of digital image editing software for image processing purposes. Different applications will be used to control and enhance digital images for a variety of output devices.

Learning Objectives
Upon completion of this course the student should be able to:
1. Apply the use contemporary research tools. (Visual Literacy, Adept)
2. Choose to adopt current industry standards for image end use needs.
3. Understand which would be the tool and technique to use for a variety of post production needs such as color correction, density enhancement, retouching and output to print or electronic devises,
4. Use an understanding of digital imaging hardware and software (Effectively using contemporary photographic tools)

Required Textbook(s)
Evening, Martin. The Adobe Photoshop CS5 for Photographers Book:
ISBN10: 0240522001   **ISBN13:** 9780240522005

Course Outline

Week 1: Course overview and orientation to new software interface. Go over class expectations and outcomes.

Week 2: Start with the palettes and end with the beginning of the tool bar and specifically the brushes tools and all their options. Homework project.

Week 3: Learn the selection tools and the importance of dithering, anti aliasing and feathering for isolating pixels within the raster file. Homework project.

Week 4: Learn image interpolation, cropping and resizing. Cover sharpening and printing from imaging software. Homework project.

Week 5: Introduction to parametric image adjustments using layers. Homework project. Learn the basics of retouching digital images.

Week 6: Learning to work in a layers panel in depth. Learning blend modes. Homework project.

Week 7: Understanding the basics of channel masks and layer masks. The difference between a vector mask and a raster mask. Homework project.

Week 8: Production week – work on projects.

Week 9: Review of total workflow and discussion about projects due.

Week 10: Learn to use a pen tool to create a clipping path and ultimately precise selections. Homework project.

Week 11: Learn to use a text tool, layout grids and rulers to design a person bio card. Homework project.

Week 12: Learn to create shadows in an image, Learn to use digital filters in an application and how to plug in filters from a third party vendor.

Week 13: Production week – work on projects

Week 14: Review the use of retouching tools. Learn to convert color images to grayscale.

Week 15: Final assessments: practical exam.

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	
Course Area	%
Quizzes	20%
Homework	40%
Class Participation	10%
Final Practical Exam	30%
Total	100%

Grading Scales Percent	Letter	Numeric
93–100	A	4.00
90–92	A-	3.70
87–89	B+	3.30
83–86	B	3.00
80–82	B-	2.70
77–79	C+	2.30
73–76	C	2.00
70–72	C-	1.70
67–69	D+	1.30
60–66	D	1.00
0–59	F	0.00

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.

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 in-

structor'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.

Course Syllabus

CREDIT ASCRIPTION ADDENDUM

PTT262 – Digital Asset Management - 3 semester credit hour
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. (Visual Literacy, Adept)
2. Choose to adopt current industry standards for image end use needs.
3. Understand which would be the tool and technique to use for a variety of post production needs such as color correction, density enhancement, retouching and output to print or electronic devises,
4. Use an understanding of digital imaging hardware and software (Effectively using contemporary photographic tools)

The following indicates the **minimum** number of hours per assignment:

Week	Assignment Title	Homework Hours	Assignment Objectives
1	Reading assignment– response paper Study and document all interface tools	2 3	1 1,2,4
2	2 Reading assignments– response papers Brush tool assignment Selection tools assignment	4 3 3	1 2,3,4 2,3,4
3	2 Reading assignments– response papers Crop and image resizing Resizing, cropping and printing	4 3 2	1 2,3,4 2,3,4
4	Reading assignment– response paper Retouching homework	2 5	1 2,3,4
5	Reading assignment– response paper Layer adjustment tools assignment Composite story boarding Color ring around assignment	2 3 3 3	1 2,3,4 1,2,4 2,3,4
6	Reading assignment– response paper Creative use of layers Print restoration	2 4 4	1 2,3,4 2,3,4
7	Reading assignment– response paper 10 image basic digital workflow shoot Shoot for panoramic stitching	2 8 5	1 2,3,4 3
8	Group Project Production	3	1, 2, 3, 4
9	Reading assignment– response paper Creating a clipping path assignment Photograph for composite image	2 4 8	1 2,3,4 3

10	Reading assignment– response paper	2	1
	Refined layer masking assignment	3	2,3,4
	Work on print restoration	4	2,3,4
11	Reading assignment– response paper	2	1
	Design, shoot and create a DVD cover	3	2,3,4
	Work on print restoration	4	2,3,4
12	Reading assignment– response paper	2	1
	Shoot for and do the digital filters assignment	5	1,2,3,4
	Work on print restoration	4	2,3,4
	Work on image composite	4	2,3,4
13	Work on print restoration	4	2,3,4
	Work on image composite	4	2,3,4
14	Finish work on final projects	8	1,2,3,4
15	Final composite and Print restoration show	4	2,3,4
Total		135	