MCOM 3365: Digital Photography  Fall 2014

Instructor: Kevin Dilley  Office: Patriot Talon, Comm Annex MB 2  
Email: kdilley@uttyler.edu  Office Hours  T,R 9 to 11 a.m. and by appointment  
Phone: (903) 566-6120

Honor and integrity… will not allow me to lie, cheat, or steal, nor to accept the actions of those who do. ~ UT Tyler honor code

COURSE DESCRIPTION: Theory and practice of electronic photography for publication in the areas of journalism, public relations, websites, graphic design and advertising. Application of visual communication theories includes: composition, human perception, psychology of color, principles of design and storytelling. Pre-requisite: MCOM 2313.

STUDENT LEARNING OUTCOMES: By the end of this course, you should be able to:
  • Begin to become proficient at using Adobe Photoshop CS5.
  • Develop and practice skills using digital photography tools and the Internet.
  • Learn to shoot with digital cameras … and learn to maximize the quality of the output from them for a specific outlet.
  • Understand the application of digital photography in multiple mass communication fields, including journalism, public relations, advertising and other fields.
  • Create a professional digital portfolio that reflects the values learned in class.
  • Evaluate individual photos and bodies of photographic work and critically assess these works based on composition, lighting, moment and storytelling content.

REQUIRED READING/VIEWING:
  • Lynda.com. It is $37.50 per month (you’ll want access to the exercises). You'll need one month at least for our class. We'll primarily use two lectures:  
    LCS = “Photoshop CS5 Essential Training” with Michael Ninness.  
    LFP = “Foundations of Photography: Composition” with Ben Long.  
  • Busch, David D. (2015) Mastering Digital SLR Photography Cengage Learning,  
  • Handouts as assigned in class  
  • Websites as assigned in class, including:  
    NBC News “This Week in Pictures” www.nbcnews.com/id/3842331/  
    The Image Deconstructed, www.imagedeconstructed.com  
  • Other media as assigned in class

REQUIRED MATERIALS:
  • Digital SLR (DSLR) camera. You should carry this with you at all times.  
  • High capacity jump drive (1GB or more) or portable hard drive.  
  • Wix.com registration (free) for creation of portfolio website

THINGS TO KNOW ABOUT MY CLASS:

Attendance: Attendance is mandatory. I treat our class like a business. We’re partners and I expect you to show up as you expect me to show up. I don’t need excuses when you can’t make it. Just let me know. However, our attendance together is what makes this class work. So, if you have more than four
(4) absences, your final grade will drop by five percent. More than five (5) will result in your final grade being lowered by 10 percent. More than six (6) absences may result in a 20-percent drop.
• Students who anticipate being absent due to religious observance or university-sponsored activities should inform the instructor by the second class meeting.
• You are responsible for turning in all assignments by deadline even though you may be absent. You are also responsible for lecture materials, announcements and assignments made during any absence.
• 10 minutes late or leaving early may be considered absent.
• No make-up tests will be allowed unless you must be absent the day of the exam and have notified the instructor at least three (3) days in advance. Any make-up test must be taken before the absence.
• Students late to class on test days may not be allowed to take the exam if students have already completed the exam and left the room.

Assignment policy:
• Unless otherwise specified, assignments are due at the start of each class. Late assignments will be penalized by one grade level per day late. (i.e. if it is one day late, you lose 10 percent off the top.)
• Assignments will be “turned in” using your Wix.com website. You are to post each assignment in its area on your website and email the instructor when it is ready to be viewed.
• Assignments and due dates may be changed at the instructor’s discretion with fair notice.
• Students must complete all assignments in order to pass the course. Merely completing all assignments does not guarantee that a student will pass the course.
• All assignments need to meet minimum instructions on assignment sheets.
• Unless you have received specific permission from the instructor, subjects for all assignments must be people who are not immediately known to the student doing the assignment. This includes family members, friends of family members, friends, classmates, work colleagues and other types of people. The goal is to get out of your comfort zone and find subjects who are not known to you.

Classroom Courtesies:
• Use your device as you see fit. However I expect your full attention and will call you out if I don’t think I have it. If you can multi-task, then you’ll be fine. If not, you’ll be embarrassed.
• No eating, unless there is enough for everybody. Beverages (non-alcoholic) are allowed.
• Laptop, tablet and cellphone use is for note taking and class-related research. Other uses will be noted and these devices can be restricted in class.
• Talk, debate, ask questions, challenge but stay on topic.

Access to Technology:
• I use Blackboard to communicate, post assignments and readings, present feedback, and provide a space for you to communicate with your classmates. Check Blackboard regularly.

Academic Honesty:
• Practice academic integrity and accept responsibility for your actions.
• Academic misconduct includes, but is not limited to, cheating, unattributed use of others’ work (including test and paper “banks”), disruption of class, and discourtesy to, or harassment of, other students or your instructor.
• Anyone caught cheating will earn a “0” for that assignment and will be subject to academic and disciplinary action.
• PLAGIARISM WILL NOT BE TOLERATED. This includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action.
• Go here for more: http://www.uttynel.edu/judicialaffairs/scholasticdishonesty.php
GRADING: Here’s what you’ll be graded on: There are 1100 points possible.

• Six main photo assignments (100 points each, 600 points total): There will be five main photo assignments covering a range of content areas. Each assignment will include: one main select, 10-20 selected edits, a 300-500 word self-critique that explains the assignment, your methods, why you picked your select and what you think works and doesn’t work about the image, as well as any challenges or lessons learned.

• Four minor photo assignments (50 points each, 200 points total): There will be four minor photo assignments covering areas of technique, composition, lighting etc. Each minor assignment will include: one main select, five selected edits, a 200-300 word description of the image and any notes about the technique or technical aspect of the photo that is relevant.

• Personal project (100 points total): This will be a photo package on subject/topic of your choosing that fits within the context of this class. You will be required to submit a proposal by the end of week one before you can begin shooting. This should not be a one day event, but rather something you can revisit multiple times over the course of the class.

• Portfolio (100 points): This will be your final collection of photographs from the class. It can include work that was shot during class, but not submitted for grade, as well as work that was submitted for grade.

• 3 tests (100 points total): Each test will test your comprehension of readings, viewings and in-class discussions up to the point of the test. They will focus on technical aspects of DSLRs and Photoshop, as well as visual theories and ideas as discussed in class and shared online.

• Extra Credit: You will have the opportunity to earn extra credit throughout the semester. As things come up I will pitch ideas, or you can approach me with an idea.

• Extra Credit: Talon Assignment (points TBD): You will attend one Talon staff meeting and complete one photojournalism assignment for the Patriot Talon in print or online. You will either pitch a visual story idea to the Talon editor, or you will take a photo assignment at their discretion. You will meet all deadlines as directed by the editor. Turn in the published photo for extra credit. Points to be determined by instructor. Only one published photo (or group of photos) per student per class will be.

Grades are based on the overall points available for you to earn.

A: 990-1100+  B: 880-989  C: 770-879  D: 660-769  F: 0-659  I: Incomplete (very rare)

Grading rubrics: Most assignments will have a basic rubric to help guide you in completing the assignment. However, the following apply to all assignments:

• Clean copy is important. Your grade for each assignment will be reduced depending on how many errors you have: 3-6 errors (grade drops by 10 percent); 7-10 (grade drops by 20 percent); 11 or more (grade drops by 30 percent).

• Facts are important. Your grade for each assignment will be reduced depending on how many errors of fact you have: Two errors (grade drops by 20 percent); Three errors (grade drops by 30 percent); Four or more errors results in a zero for the assignment.

• Names are important. If you misspell a name once in this class, the most you can get is a ‘C’. Two or more name misspellings will result in failure of the class.

• Plagiarism will not be tolerated. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action.

• Go here for more: [http://www.uttlyer.edu/judicialaffairs/scholasticdishonesty.php](http://www.uttlyer.edu/judicialaffairs/scholasticdishonesty.php)
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<thead>
<tr>
<th>W</th>
<th>DAY</th>
<th>TOPIC</th>
<th>READINGS</th>
<th>DUE</th>
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<tbody>
<tr>
<td>1</td>
<td>T 8/26</td>
<td>Introduction to class, syllabus, Wix setup, Shooting Best Practices&lt;br&gt;Wix setup/ Critique #1</td>
<td>Syllabus, Wix, LFP 5</td>
<td>Minor #1, Wix page setup</td>
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<td>R 8/28</td>
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<td>2</td>
<td>T 9/2</td>
<td>Camera Basics I</td>
<td>Busch 1-3, handouts</td>
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<td>R 9/4</td>
<td>Photoshop I</td>
<td>LCS 1, 2, 7, 9, 10</td>
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<td>3</td>
<td>T 9/9</td>
<td>The Language of the Image</td>
<td>Handout,</td>
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<td>R 9/16</td>
<td>Seeing the Light</td>
<td>Busch 7, LFP 1,2,7</td>
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<td>4</td>
<td>T 9/16</td>
<td>Making the photo/ Camera Basics II</td>
<td>LFP 1-4, Busch 4</td>
<td>Minor #2</td>
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<td>R 9/18</td>
<td>Critique session - Minor #2</td>
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<td>T 9/23</td>
<td>The Portrait as Public Image</td>
<td>Handout</td>
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<td>T 9/30</td>
<td>TEST #1</td>
<td>LCS; 10,11,12</td>
<td>Major #2, Test #2</td>
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<td>R 10/2</td>
<td>Critique/Photoshop II</td>
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<td>Project Proposal</td>
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<td>7</td>
<td>T 10/7</td>
<td>The Decisive Moment</td>
<td>Handouts</td>
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<td>R 10/9</td>
<td>Meet and Greet – Sarah Miller</td>
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<td>8</td>
<td>T 10/14</td>
<td>Photojournalism II</td>
<td>Handouts</td>
<td>Major #3</td>
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<td>R 10/16</td>
<td>Critique</td>
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<td>9</td>
<td>T 10/21</td>
<td>Object as Subject</td>
<td>LFP 4, 6, 10</td>
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<td>R 10/23</td>
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<td>10</td>
<td>T 10/28</td>
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<td>Major #4</td>
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<td>R 10/30</td>
<td>Critique – Major #4</td>
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<td>11</td>
<td>T 11/4</td>
<td>Deconstructing the Image 1</td>
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<td>R 11/6</td>
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<td>12</td>
<td>T 11/11</td>
<td>Coloring Perceptions</td>
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<td>R 11/13</td>
<td>First Edit</td>
<td>10-20 images from project</td>
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<td>13</td>
<td>T 11/18</td>
<td>Photoshop III</td>
<td>TBD</td>
<td>Major #5</td>
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<td></td>
<td>R 11/20</td>
<td>Advanced Camera techniques</td>
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<td>14</td>
<td>T 11/26</td>
<td>Deconstructing the Image 2</td>
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<td>10-20 (newer) images from project</td>
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<td></td>
<td>R 11/28</td>
<td>Second edit</td>
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<td>15</td>
<td>T 12/2</td>
<td>TEST #5</td>
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<td>Major #6</td>
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<td></td>
<td>R 12/4</td>
<td>Final edit</td>
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<td>Last chance to edit</td>
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<td>16</td>
<td>T 12/9</td>
<td>Project Presentations, 8 to 10 a.m.</td>
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<td>Projects, Portfolios due</td>
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THINGS TO KNOW ABOUT YOUR UNIVERSITY:

WRITING CENTER: Take advantage of writing help. The UT Tyler Writing Center provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper.


UNIVERSITY POLICIES:

• Students Rights and Responsibilities: To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www2.uttler.edu/wellness/rightsresponsibilities.php

• Grade Replacement/Forgiveness and Census Date Policies: Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttler.edu/registrar. Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:
  • Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
  • Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
  • Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
  • Being reinstated or re-enrolled in classes after being dropped for non-payment
  • Completing the process for tuition exemptions or waivers through Financial Aid

• State-Mandated Course Drop Policy: Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

• Disability Services: In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to c staples@uttyler.edu

• Student Absence due to Religious Observance: Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

• Student Absence for University-Sponsored Events and Activities: If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

• Social Security and FERPA Statement: It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

• Emergency Exits and Evacuation: Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.