DESN 350 Digital Imaging and Photography
Spring 2014 - Dr. James Braukmann
Room: CEB-134,   M-W,   10:00 – 11:50
Final Exam June 8, Monday,   9:00 – 11:00
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Course Overview
This introductory course teaches beginning and intermediate photographers how to improve their photographic technique and to use digital cameras for **effective visual communication.**

Using their own digital cameras, students **practice** professional shooting strategies and produce practical, creative photo assignments at least every other day.

Students will use image-editing software for **creatively improving** communication, composition, tone and color, focusing on the basic tools and techniques most valuable to the digital photographer. All the images in daily assignments can be edited in professional imaging software to recompose, resize, crop, color correct and sharpen.

Topics include camera operation and theory, file formats, composition, composing within the frame, using natural and artificial lighting, texture, shape, form, and line in the photograph, framing, useful tonal ranges, digital darkroom techniques, repair and retouching, compositing, portraiture, scenic and nature photography, action photography, close-up photography, and shooting products.

Prerequisites
Participants must bring their own digital camera to this class and should **come prepared with the knowledge** of how their camera works.

Minimum requirements for the camera are:
- *Manual white balance controls*
- *Shutter and aperture priority modes*
- *Exposure compensation (+/-)*
- *Flash shut off*

Better: • *Manual or lockable focus*
- *Ability to save RAW format images*
- *Aperture larger than f2.8 (That means a smaller number than f2.8 . This is very useful. It is usually printed near the lens.)*

Nice*:* • *An SLR will have all the above, and be satisfying to use.*

What if your camera doesn't have all that stuff?
Some of the assignments, especially in the first week, can be done on almost any digital camera. After that, can you borrow a camera? The options on campus are very limited. Dr. Braukmann may be able to find a couple loaner cameras.

Anyone with an interest in this subject is encouraged to register for this course. However, we require at least basic experience using a Macintosh (OS X) *or* Windows based PC. Plus, because it is the dominant industrial tool, we use **Photoshop CS** in this course.

Assignments
You will be given an assignment instruction sheet plus a quiz study guide every week. Typical assignments will include both picture-taking tasks and Photoshop work.

Turning in Assignments
1) Notice the assignment number in the handout.

2) Name images by week, assignment, number, revision, and your name, as in this example:
       w1a2n3r1jbraukmann.jpg

3) Complete any assigned editing. Use Photoshop's *Image > Size* to create a version with the longest size between 900 and 1200 pixels, and the resolution 72 dpi. This is perfect for on-screen or web viewing.

4) Include a watermark (Your name at 15% opacity)

5) Save as JPG medium+ compression (about 8).

6) Delivery: Post to web site folder via FTP.
       Host: *www.drbraukmann.com*
       Username: *stus2* Password: *(get it in class)*
You will see how to do this in the first few days of class.

7) Also bring your best **three** images to class on each due date and set up a slide show using *Preview* (Mac) or *View as a slide show* (Win).

8) Then look at everyone's pictures. Vote for your top three favorite images from among those shown. *Extra credit* will be awarded each week if you get 3+ votes.

Grading
65% weekly images and assignments
30% quizzes and final test
5% attendance and involvement
Extra Credit: Weekly Slide Show Awards

Text
Complete Digital Photography, *7ᵗʰ Ed*. By Ben Long
You will need this right away!

Course Web Site
www.drbraukmann.com for assignments, resources, and copies of class presentations.