

AD 119 Introduction to Digital Color Imaging

CRN:11946

Location: PAO B162S

Time: M/W 8:30-11:20, Fall 2021

Instruction Modality: Face-to Face, Sync-online as needed

Instructor: Sara Poer

Office Hours: By appointment

Email: spoer@purdue.edu

Course Description:

Credit Hours: 3.00. Introductory course in creative use of color photographic processes and studio practices. Emphasis is on the acquisition of digital cameras, studio, and digital printing skills, which enable students to successfully perceive and structure images reflecting color's formal, symbolic, and emotional impact.

Learning Outcomes:

1. Gain an understanding of capturing and processing color digital imagery.
2. Basic color correction and image enhancement using Photoshop.
3. Gain an understanding of conceptual dialogue using photography and color, and compiling a portfolio of images displaying the understanding.

Required Texts:

NA

Materials:

- Working DSLR of your choice with manual aperture, shutter, and ISO (If you don't have this contact me.)
- SD/CF card with class 10 capabilities ([ScanDisk 64GB](#))
- Computer or access to one
- Tripod, not required, but recommended
- Adobe Photoshop or access to it (All campus computers have this software.)

Brightspace:

All course materials will be available via Brightspace, and announcements/reminders will be posted there as well. We will also turn in all projects & writings via Brightspace as well. Turn on notifications so you don't miss announcements, deadlines, and grades.

E-mail:

Weekdays I will check my email between the hours of 9am-5pm. Emails might be answered Saturday or Sunday, but I can't guarantee this. When you send an email please make the course number the subject, so for this course it is AD119.

I have anywhere from 15-60+ students a semester depending on the courses I teach. If I miss an email, please re-send it.

Course Work and Grade Distribution:

I don't give grades. You earn them. Projects and grades are outlined below. I will accept late assignments during COVID times, but you need to keep up in class with the current work. Catch-up on late work outside of class.

Sick/Quarantined:

If at any point you become ill and unable to work, please contact me. We can push deadlines, etc. to accommodate your circumstances.

If you have any symptoms do not come to class. I'm serious. I'm not taking attendance. I want you to be responsible.

Symptoms include but are not limited to: Fever, Runny nose, Headache, Fatigue, Cough, Nausea, and Diarrhea.

PROTECT PURDUE PLAN

Protect Purdue protocols are ever-evolving, and will continue to do so over this year. Please be attentive to all announcements from the university regarding Protect Purdue protocol, and refer to the Protect Purdue Pledge for the most up-to-date information.

Any student who has substantial reason to believe that another person is threatening the safety of others by not complying with Protect Purdue protocols is encouraged to report the behavior to and discuss the next steps with their instructor. Students also have the option of reporting the behavior to the Office of the Student Rights and Responsibilities. See also Purdue University Bill of Student Rights and the Violent Behavior Policy under University Resources in Brightspace.

Eating and Drinking during class time:

- Eating and drinking is prohibited during class or instructional lab sessions. Individuals should leave the classroom/lab to eat or drink.

A face mask must be worn correctly:

- In all hallways, public spaces, common areas and classrooms at all times.
- In shared offices, shops, conference rooms and lab spaces.
- By staff at desks behind Plexiglas shields anytime another person is in the room.
- When traveling in a vehicle with more than one person.

Projects:

The projects in this course are designed to help you understand the basics of digital photography as well as develop a creative voice.

There are intentionally more points than needed to get an A in my course. The class will be out of 1,000 points but we have 1,150 points available.

This gives you space to take a break if at any point you need it. I recommend not skipping early projects as these help you understand the basics of the camera.

Project	Points	Percentage
Open Shoot	50	5%
Framing/ Point of View	50	5%
Depth of Field	50	5%
Shutter Speed	50	5%
Color of Light	150	15%
Self Portrait	150	15%
Color - Pairs	150	15%
In/Out of Class Assignments	100 (25 pts. each)	10%
Final Project	300	30%
Artist Presentation	100	10%

Final Project: The final project will be a project of your creation that will represent your artistic voice as well as the skills you have learned over the semester.

Letter Grades:

A	93-100	B-	80-82.9	D+	67-69.9
A-	90-92.9	C+	77-79.9	D	63-66.9
B+	87-89.9	C	73-76.9	D-	60-62.9
B	83-86.9	C-	70-72.9	F	0-59

Flexibility:

Shit is weird. I will be extremely flexible with you and hopefully you will be with me too. *Communication* is key. I can't be flexible if I don't know what's going on.

Academic Integrity: Mimicking a famous work of art is common in the art world. If you do this you must acknowledge the original artist in some way. Any other copying of work, old student work, or fine art work will be treated as plagiarism. Plagiarism is reported to the Dean and is grounds for dismissal from the University.

Individuals are encouraged to alert university officials to potential breaches of this value by either emailing integrity@purdue.edu or by calling 765-494-8778. While information may be submitted anonymously, the more information that is submitted provides the greatest opportunity for the university to investigate the concern.

Posting class handouts: Notes as well as course materials are considered derivative works of the instructors' materials and are subject to copyright. Therefore, these can't be posted online without my express written permission.

Artwork documentation:

The instructor reserves the right to photograph your artwork for documentation, marketing, social media, and assessment purposes for the benefit of Purdue University. Student work may also be used on the instructor's website or featured in future classes as a student project example.

Nondiscrimination Policy:

Purdue University is committed to maintaining a community which recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect

among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. The University believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life. Purdue's nondiscrimination policy can be found at http://www.purdue.edu/purdue/ea_eou_statement.html.

DRC:

Purdue University strives to make learning experiences as accessible as possible. If you anticipate or experience physical or academic barriers based on disability, you are welcome to let me know so that we can discuss options. You are also encouraged to contact the Disability Resource Center at: drc@purdue.edu or by phone: 765-494-1247.

Please turn in your letter from the DRC as soon as possible so I can provide the best learning environment for you.

OIE:

Purdue's Office of Institutional Equity is the department responsible for upholding the Universities commitment to Title IX. If you need to report an incident you can contact them on their [website](#).

CAPS:

If you're struggling and need mental health services: Purdue University is committed to advancing the mental health and well-being of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of mental health support, services are available. For help, such individuals should contact Counseling and Psychological Services (CAPS) at (765)494-6995 and <http://www.purdue.edu/caps/> during and after hours, on weekends and holidays, or by going to the CAPS office of the second floor of the Purdue University Student Health Center (PUSH) during business hours.

Basic Needs Security:

Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact the Dean of Students for support. There is no appointment needed and Student Support Services is available to serve students 8 a.m.-5 p.m. Monday through Friday. Considering the significant disruptions caused by the current global crisis as it related to COVID-19, students may submit requests for emergency assistance from the Critical Needs Fund

LOCKERS:

Locker Policy

Purdue University is not responsible for the contents of lockers in the PAO Building. Students must purchase their own padlocks. **No key locks are allowed.** Contents of and padlocks on "unauthorized" lockers or lockers with key combinations will be removed without prior notification. No open food or drink may be stored in lockers. All materials left in lockers after the "clean-out" deadline will be discarded.

Locker Procedures

This semester, due to COVID safety regulations, the building deputy Jon Smith (B121) will be registering lockers by e-mail only. Please choose a locker near your classroom, put your combination lock on to secure your belongings, and then e-mail Jon Smith the following information: 1) name, 2) e-mail address, 3) lock combination. Jon Smith's e-mail is jssmith@purdue.edu

NOTE: *There are specially-designed larger lockers on the second floor designated for printmaking students only. These lockers are checked out for one semester only and must be cleaned out at the end of each semester.*

COURSE FEES

Course fees for A&D studio-based courses enhance the educational experience of all students enrolled in studio-based courses in the Department of Art and Design. The objectives of the course fees are:

1. To provide and maintain the best state-of-the-art equipment and support possible for optimal learning in all programs in the department.
2. To obtain and distribute course materials that are more economical to purchase in bulk, are more environmentally-friendly, or that may not be available locally.

Course fees do not cover all costs associated with a studio-based course. Students may have additional materials and/or texts to purchase in addition to what is supplied by the instructor.

Department of Art and Design course Fee Refund Policy

If an Art and Design course with course fees is dropped within the first week of classes the fee will be removed from the student's account at 100%. If the student drops the course after the first week of classes the fee is considered non-refundable. If the student chooses to appeal this, they would need to contact the Chair of the Department of Art and Design; if an exception were approved then the Department Chair would email the Comptroller & Bursar Office to adjust the fee as appropriate.

EMERGENCY RESPONSE PROCEDURES

Review the Building Emergency Plan PAO – DAP

https://www.purdue.edu/ehps/emergency_preparedness/emergency/building-plan.html

- evacuation routes, exit points, and emergency assembly area
- when and how to evacuate the building.
- shelter in place procedures and locations
- additional building specific procedures and requirements.

Pao–Visual and Performing Arts Building Emergency Plan

Emergency Contact Information:

Building Deputy: Jon Smith

Phone Number: 6-6477

Email Address: jssmith@purdue.edu

Office/Room Number: B121

Non-emergency Contact Numbers:

Fire: Purdue Fire Department (PUFD) 494-6919

Police: Purdue Police Department (PUPD) 494-8221

Radiological and Environmental Management: 494-6371

Physical Facilities Services: 494-9999

Emergency Preparedness Office 494-0446

Schedule

This is obviously subject to change.

DATE	IN CLASS	DUE
8/23	Syllabi, Lab Tour	
8/25	Open Shoot	
8/30	Framing Point of View	Open Shoot
9/1	DOF	Framing/POV
9/6	No Class - Labor Day	
9/8	Shutter Speed	DOF
9/13	Color of Light	Shutter Speed
9/15	Work Day	
9/20	Review Color of Light - Photoshop Editing	
9/22	Review Color of Light - Printing Tutorials	
9/27	Color of Light Crit, Self Portrait	CRIT - Color of Light
9/29	Review Self Portrait - Edit, Feedback	Online Self Portrait Discussion
10/4	Review Self Portrait - Edit, Feedback, Print	
10/6	Self Portrait Crit	CRIT - Self Portrait
10/11	October Break	
10/13	Out of Class Activity	
10/18	Color - Pairs Introduction (In Class Activity)	
10/20	Review Color - Pairs Edit, Feedback	
10/25	Review Color - Pairs Edit, Feedback, Print	
10/27	Color - Pairs Crit, Introduce Final Project	
11/1	Individual Meetings (Out of Class Activity)	
11/3	Work Day	

11/8	Work Day	
11/10	Digital Crit 1 Final	2 Images for Final
11/15	Work Day - Edit, Feedback, Print	
11/17	Digital Crit 2 Final	4 Images for Final
11/22	Out of Class Activity	
11/24	Thanksgiving Break	
11/29	Artist Presentations	Artist Presentation
12/1	Work Day - Edit, Feedback, Print	
12/6	Work Day - Edit, Feedback, Print	
12/8	Final Project Critique	Final Project