

DESN 350 Digital Imaging and Photography
Summer 2019 - Dr. James Braukmann
Cheney Hall 208
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Class meets in Cheney Hall 204,
M-T-W-R, 12:30– 2:50

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 will 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 may be limited. Dr. Braukmann may be able to provide a few loaner cameras.

We require at least basic experience using a Macintosh (OS X) *or* Windows based PC. Because it is the dominant industrial tool, we use the latest version of Adobe's **Lightroom** and **Photoshop CC**. Enrolled

students can use the software for free through the EWU Virtual Lab home use program. Ask the EWU Help Desk for details. Also, Adobe generally offers a month free trial.

Assignments

You will be given an assignment instruction sheet plus a quiz study guide every two days. Typical assignments will include both picture-taking tasks and photo editing work.

Turning in Assignments

(Will be demonstrated in the first two days of class.)

- 1) Notice the assignment number in the handout.
- 2) Please 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 1000 and 1500 pixels, and the resolution 72 dpi. This is perfect for web viewing.
- 4) Add a watermark (Just your name at 15% opacity)
- 5) Save as JPG medium+ compression (about 8).
- 6) Put each assignment set in a folder.
- 7) Delivery: post your folder of images to your EWU cloud account. Then post a link to the course on CANVAS.
- 8) Also bring your best **four** images to class each due date and set up a slide show on your lab computer using *Preview* (Mac) or *View as a slide show* (Win).
- 9) Then look at everyone's pictures. Vote for your favorite images from among those shown. **Extra credit** will be awarded each week if you get 2+ 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, 9th Ed. By Ben Long
You will need this right away!

Course Web Site

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