



Western Technical College

## 10203125 Digital Photography

### Course Outcome Summary

#### Course Information

<b>Description</b>	Students will use digital cameras to create digital images. Basic image manipulation and output will be taught using Adobe Creative Cloud software in a Mac based environment. Topics and projects include (but are not limited to) composition, lighting, depth of field, landscapes, portraits, product photography, basic DSLR video capture, and creative production planning. Students are required to provide a camera for the course. Before beginning, you should have a basic working knowledge of your computer and its operating systems.
<b>Career Cluster</b>	Arts, A/V Technology and Communications
<b>Instructional Level</b>	Associate Degree Courses
<b>Total Credits</b>	3
<b>Total Hours</b>	72

#### Textbooks

No textbook required.

#### Learner Supplies

Camera with a minimum of 8 Megapixels, interchangeable lens capable, adjustable aperture settings (f/stops and shutter speeds), and can shoot HD video. **Vendor:** To be discuss in class. Required.

#### Success Abilities

1. Cultivate Passion: Expand a Growth-Mindset
2. Cultivate Passion: Increase Self-Awareness
3. Live Responsibly: Embrace Sustainability
4. Live Responsibly: Foster Accountability
5. Refine Professionalism: Act Ethically
6. Refine Professionalism: Improve Critical Thinking

## Program Outcomes

1. Apply the principles of design and storytelling to develop media products and services.
2. Demonstrate proficiency in the use of media software, tools, and technology.
3. Implement creative solutions from concept through completion.
4. Communicate creative rationale in formal and informal settings.
5. Implement project management skills to meet customer and market demands.

## Course Competencies

### 1. Perform basic camera operations.

#### Assessment Strategies

- 1.1. Demonstration
- 1.2. Presentation

#### Criteria

*You will know you are successful when*

- 1.1. you identify camera parts.
- 1.2. you describe the functionality, modes and settings of a camera.
- 1.3. you take photographs with proper exposure, clarity, focus, color and contrast.

#### Learning Objectives

- 1.a. Recall the function of the lens, aperture and shutter.
- 1.b. Choose appropriate ISO settings for photographic opportunities.
- 1.c. Calculate the f/stop and shutter speed scales.
- 1.d. Use the law of reciprocity to change f/stops or shutter speeds while keeping consistent exposure.
- 1.e. Use the camera's manual to find and use advanced functions.
- 1.f. Define the types of image sensors used during image capture.
- 1.g. Recall common color temperatures of light and select proper white balance settings.
- 1.h. Define basic photographic terms.
- 1.i. Experiment with camera modes and settings.
- 1.j. Choose the best combination of settings and equipment to maximize photographic impact in photos.

### 2. Choose techniques for photo enhancement.

#### Assessment Strategies

- 2.1. Reflection
- 2.2. Presentation

#### Criteria

*You will know you are successful when*

- 2.1. you describe basic digital darkroom techniques.
- 2.2. you produce before and after examples of images that you have altered.
- 2.3. you describe why certain effects were applied to chosen images.

#### Learning Objectives

- 2.a. Demonstrate ability to crop, eliminate red-eye, straighten horizon lines, adjust exposure levels, convert photos to black and white, resize photographs, create panoramic images from a series of photos, create a poster from a photograph, create various visual effects and prepare images for prints or mixed media projects.
- 2.b. Assess which digital darkroom techniques to apply to photographs.
- 2.c. Choose appropriate effects for photographs.

### 3. Apply compositional guidelines to photography.

#### Assessment Strategies

- 3.1. Self Assessment
- 3.2. Photographic portfolio

## Criteria

*You will know you are successful when*

- 3.1. You describe 6 compositional guidelines.
- 3.2. you produces images that demonstrate each of the 6 compositional guidelines.
- 3.3. you create a photographic presentation focusing on each of the compositional guidelines.
- 3.4. you analyze the use of composition in a particular photograph.
- 3.5. you give feedback to classmates on their use of composition.

## Learning Objectives

- 3.a. Identify the 6 guidelines in photographs.
- 3.b. Analyze the usage of compositional guidelines in photographs.
- 3.c. Recognize the potential for lines, simplicity, avoiding mergers, rule of thirds, framing and balance in photographic subjects.
- 3.d. Create images that incorporate use of the 6 guidelines.

## 4. Apply lighting techniques to enhances photographic subjects.

### Assessment Strategies

- 4.1. Critique
- 4.2. Project
- 4.3. Presentation

## Criteria

*You will know you are successful when*

- 4.1. you describe lighting sources and techniques.
- 4.2. you make photographs that use various light sources.
- 4.3. you make photographs that display a grasp of light qualities.
- 4.4. you display photographs that use diffusion, reflection and absorption materials.

## Learning Objectives

- 4.a. Describe the 3 main light sources used in photography (natural, existing and artificial).
- 4.b. Recognize and describe different qualities of light.
- 4.c. Recognize and utilize differing degrees of light contrast.
- 4.d. Practice using golden hour light.
- 4.e. Use the on camera flash in appropriate situations.
- 4.f. Practice using window light for photographic subjects.
- 4.g. Practice using diffused or reflected light.
- 4.h. Practice using light absorption techniques.

## 5. Apply the factors that influence depth of field and selective focus.

### Assessment Strategies

- 5.1. Project
- 5.2. Presentation
- 5.3. Skill Demonstration

## Criteria

*You will know you are successful when*

- 5.1. you describe how focal length of lens, f/stop choice, and physical distance from subject influence depth of field
- 5.2. you explain varying degrees of depth of field.
- 5.3. you make photographs that have a greater or shallower depth of field.
- 5.4. you examine the degree and effectiveness of the depth of field used in a particular photograph.
- 5.5. you display examples of depth of field in a mixed media project.

## Learning Objectives

- 5.a. Recognize the various degrees in depth of field used in photography.
- 5.b. Recall and use the law of reciprocity as it pertains to f/stops and shutter speeds.
- 5.c. List and explain how the 3 factors that influence depth of field .
- 5.d. Thoughtful application of photographic subjects and situations using various degrees of depth of field .
- 5.e. Create a noticeable change in depth of field with two pictures of the same subject.

## **6. Illustrate three distinct visual perspectives.**

### **Assessment Strategies**

- 6.1. Project
- 6.2. Presentation
- 6.3. Skill Demonstration

### **Criteria**

*You will know you are successful when*

- 6.1. you define bird's eye view, worm's eye view, and eye level view.
- 6.2. you identify the different perspective used in a photograph
- 6.3. you make photographs that use the three visual perspectives.
- 6.4. you display examples of the perspectives in a mixed media project.

### **Learning Objectives**

- 6.a. Identify physical differences in the 3 visual perspectives covered.
- 6.b. Explain the psychological difference in the 3 visual perspectives covered.
- 6.c. Create images that display an understanding of the 3 visual perspectives.

## **7. Capture close-up images.**

### **Assessment Strategies**

- 7.1. Project
- 7.2. Presentation
- 7.3. Skill Demonstration

### **Criteria**

*You will know you are successful when*

- 7.1. you describe ways of shooting and seeing close-ups and still life.
- 7.2. you make close-up or macro photographs that display good clarity in subject.
- 7.3. you display close-up, macro and still life examples in a mixed media project.

### **Learning Objectives**

- 7.a. Use and experiment with equipment made for close-up photography.
- 7.b. Identify camera settings that aid in the capture of close-ups.
- 7.c. Create images with clarity that display pattern and texture.
- 7.d. Discover potential subjects within larger subjects.

## **8. Compose portraits that capture the subject's character.**

### **Assessment Strategies**

- 8.1. Project
- 8.2. Presentation
- 8.3. Skill Demonstration

### **Criteria**

*You will know you are successful when*

- 8.1. you explain ways of shooting portraits
- 8.2. you apply lighting techniques to portraits
- 8.3. you create portraits that display interesting composition and good lighting.
- 8.4. you display portrait examples in a mixed media project.

### **Learning Objectives**

- 8.a. Identify and use studio lighting equipment.
- 8.b. Use lighting ratios to set up consistent 3 point light (using the key, fill and back lights).
- 8.c. Recall and use lighting ratios in a studio strobe setup.
- 8.d. Utilize natural light for portraiture.
- 8.e. Create situations that put the subject at ease.
- 8.f. Select lighting scenarios that benefit the subject.
- 8.g. Position subjects to create interesting compositions.
- 8.h. Create portraits that have sharp focus, usually on the eyes of the subject.

## **9. Create layered landscape photographs.**

### **Assessment Strategies**

- 9.1. Project
- 9.2. Presentation
- 9.3. Skill Demonstration

### **Criteria**

*You will know you are successful when*

- 9.1. you describe ways of shooting landscapes and panoramas
- 9.2. you identify the point of interest in a landscape
- 9.3. you create a landscape panoramic composite image.
- 9.4. you create landscapes that display a point of interest, interesting composition and good lighting.
- 9.5. you display landscape examples in a mixed media project.

### **Learning Objectives**

- 9.a. Recognize the effectiveness of using the foreground, midground and background to create a layered image.
- 9.b. Recall and identify 3 different styles of landscape photography (representational, impressionistic and abstract).
- 9.c. Use the rule of thirds and balance with the horizon to change the emphasis of a landscape.
- 9.d. Create composite panoramic landscapes using digital darkroom software.

## **10. Interpret ethical issues in photography.**

### **Assessment Strategies**

- 10.1. Reflection

### **Criteria**

*You will know you are successful when*

- 10.1. you explain invasion of privacy concerns.
- 10.2. you describe copyright laws and application to photographs
- 10.3. you describe unethical digital darkroom techniques.
- 10.4. you identify cases of invasion of privacy, copyright violations, and unethical digital darkroom techniques.
- 10.5. you reflect on your own practices in relation to these issues.

### **Learning Objectives**

- 10.a. List 4 types of photographic invasion of privacy (intrusion, appropriation, publication of private matters and false light).
- 10.b. Evaluate invasion of privacy situations in order to determine which type of invasion applies.
- 10.c. Define legal and ethical terms regarding photography.
- 10.d. List the copyright protections provided to photographers.
- 10.e. Recognize proper copyright.
- 10.f. Determine when digital darkroom techniques might be considered unethical.

## **11. Create mixed media presentations featuring the learner's own photography.**

### **Assessment Strategies**

- 11.1. Presentation
- 11.2. Project
- 11.3. Skill Demonstration

### **Criteria**

*You will know you are successful when*

- 11.1. Learner produces a minimum of 5 projects that incorporate their photography, music and graphics.
- 11.2. Learner uses a concept, treatment and storyboard for at least one project during the semester.
- 11.3. Learner will turn in a contact sheet with at least 3 projects.

### **Learning Objectives**

- 11.a. Utilize successful presentation techniques.
- 11.b. Recall and use timing guidelines for images and graphics.
- 11.c. Choose music that enhances the impact of the images.

- 11.d. Plan presentations that have an overlying sense of continuity.
- 11.e. Properly use pre-production planning documents.
- 11.f. Use consistent font placement, color and choice.
- 11.g. Create contact sheets to assist in selecting a sufficient amount of high quality photographs.