



**WBUonline  
School of Fine Arts**

**UNIVERSITY MISSION STATEMENT**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.

**COURSE NUMBER & NAME:**

ART.3300/Lecture/VC01 - Intermediate Digital Photography

**TERM:**

FALL, 2019

**INSTRUCTOR:**

Dr. James R. Hood

**CONTACT INFORMATION:**

Office phone: 806-291-1060 (Fine Arts Office)

WBU Email: james.r.hood@wayland.wbu.edu

Cell phone: 505-382-2389 (please only use after you've tried email contact)

**OFFICE HOURS, BUILDING & LOCATION:**

Adjunct Instructor: By Arrangement Only. No On Campus Office Hours

**COURSE MEETING TIME & LOCATION:**

Internet 12:00pm – 12:00pm WBU -Online

**CATALOG DESCRIPTION:**

ART 3300. Intermediate Photography (MCOM 3300) - further concentration on photographic composition, development and manipulation of imagery, with emphasis on color photographs. Students are required to provide their own professional class camera, textbook and supplies.

**PREREQUISITE:**

None Required

**REQUIRED TEXTBOOK AND RESOURCE MATERIAL:**

*How to Create Stunning Digital Photography*, by Tony Northrup. ISBN-10: 0988263408. It is in paperback and E-Book format, reasonably priced, convenient for web access and readily available for purchase: [https://www.amazon.com/dp/0988263408/ref=rdr\\_ext\\_tmb](https://www.amazon.com/dp/0988263408/ref=rdr_ext_tmb)

## OPTIONAL MATERIALS

A decent, stable tripod is highly recommended

An off-camera flash unit

5-in-1 Collapsible Multi-Disc Light Reflector

Photo Editing Software: I prefer Adobe Photoshop or Lightroom CC (Classic). This is an excellent time to acquire Adobe Photoshop/Lightroom, which is available in Education Edition and at a discount for Wayland Art Students direct from Adobe.

## COURSE OUTCOMES AND COMPETENCIES:

Students successfully completing this course will be able to:

1. Describe and demonstrate basic composition techniques, qualities of light, and camera handling.
2. Discuss the use color in photography.
3. Write a brief analysis/critique of their photographs.
4. List the strengths found in classic images by well-known artists and by unknown but outstanding photographers.
5. Distinguish strong from weak techniques in lighting, focus, camera angle, presentation, human interest and emotion.

Instructor will help direct each student in setting competency goals in various photographic categories.

A Major end goal of the course is to achieve the art of self-assessment of photographic work in accordance with a list of the [critiquing categories](#) used for decades by the *Professional Photographers Association* in local, regional and national competition for artistic expression among PPA members. This is not the grading rubric, but a way to assess student's own work on an artistic level using a widely accepted criteria.

No matter what genre of photography, the expected outcomes include practical understanding of: composition, qualities of light, camera handling. It is assumed students already possess Photoshop techniques, and understand tonal concept of dynamic range and so on. Individual assignments will be developed in concert with the syllabus schedule. This series of projects is designed to help students develop a systematic analysis of their own photographs and help them benefit from the study of the classic images by well-known artists of the past as well as works by unknown but outstanding photographers - all distinguishing themselves in the way their lighting, focus, camera angle, presentation and human interest and emotion make a strong statement or communicate a significant message. In conclusion, the goal of the course is leave with each student a heightened understanding of the tools and their application in the process of photographic expression and conveying personality, mood, emotion and story

## ATTENDANCE REQUIREMENTS:

WBUonline attendance requirements

Students are expected to participate in all required instructional activities in their courses.

Online courses are no different in this regard; however, participation must be defined in a different manner. Student "attendance" in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for

providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 3 or more weeks of an 11 week term, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given term is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY:**

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

**DISABILITY STATEMENT:**

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

**COURSE REQUIREMENTS and GRADING CRITERIA:**

<b>Weekly Discussion Board Participation</b>	<b>100</b>
<b>Weekly Learning Activity</b>	<b>100</b>
<b>Weekly Photography Assignment</b>	<b>900</b>
<b>Final Photography Project</b>	<b>100</b>
<b>4 Professional Photo Analyses</b>	<b><u>100</u></b>
<b>Total Points for Term:</b>	<b>1400</b>

Grading system in this art course is individual assignments critiqued by professor. The course involves both written work and assigned photographs.

Photos will be graded according to the following critique categories, with a total 20 points possible with each, adding to 100 points. The area to be critiqued are:

- Adherence to Assignment specifications
- Technical Image Quality
- Composition
- Emotional Impact
- Editing Technique.

Each assignment will be graded on the basis of following instructions thoroughly, with performance based on a few procedures specified on each week-by-week assignment in blackboard.

The Rubric used in Grading, seeks to evaluate a student generally in these levels of mastery:

A Student work indicates mastery of skills being taught in the weekly assignment. Followed instructions well, each point covered in weekly project photo and presentation by student in accordance with proper spelling and grammar and formatting, to include name, assignment title and course.

B Good result, but work indicates less than complete mastery of skills being taught in weekly assignment yet demonstrated understanding of most presented. Followed most instructions, but lacking minor required elements, and/or problems with spelling, grammar and formatting

C Student work turned in but lacking a majority of the skills being taught in the weekly assignment. Assignment completed and turned in on time, but work lacked detail and depth due to briefness of effort, and the skills referred to in the particular week were not mastered in the assignment and/or problems with spelling, grammar and formatting

D Work turned in was severely lacking, with few if any of the objectives of the course met.

**Other considerations:** **Late work** results in a 10-point penalty per week that it is overdue. Work over two weeks late will receive a grade of zero. **Photo Requirements:** You are required to provide a professional 35mm digital high-resolution camera. Photos with smartphones or I-phones are not accepted. All Photos for assignments are geared to allow study of techniques followed by photo shoot and learning experiences, therefore photo work must be taken within the window of the course, not prior to the course. The date photos are created will be checked with photo tags that are embedded in photos at time they were taken.

Students may max out in each of the five categories by showing exceptional performance in:  
*CRAFTSMANSHIP:* Work demonstrates respect and care for its presentation. *COMPOSITION:* Student work shows an exceptional understanding and ability to manipulate the elements of art in respect to their relationships with the principles of composition. *ARTISTIC CONTENT:* Student work exhibits an aesthetic content that represents or illustrates a complex, symbolic expression which creates an illuminating experience in the viewer.

**Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final

course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

#### TENTATIVE SCHEDULE

<b>Week</b>	<b>Topics</b>	<b>Assignments</b>	<b>Due Dates</b>
Week of Aug 19	Advancing Our Photography	Read Introduction & Chapter 4: “Controlling Your Camera” Register Textbook per instructions in Introduction Learning Activity 1 Weekly Photo Assignment	<i>Learning Activity &amp; Weekly Photo due Sunday 8/25/19, 5pm</i>
Week of Aug 26	Image Composition and Color	Read Chapter 2: “Composition” Learning Activity 2 Weekly Photo Assignment	<i>Learning Activity &amp; Weekly Photo due Sunday 9/01/19, 5pm</i>
Week of Sept 9	Lighting and Flash	Read Chapter 3: “Lighting and Flash” Learning Activity 3 Weekly Photo Assignment	<i>Learning Activity &amp; Weekly Photo due Sunday 9/08/19, 5pm</i>
Week of Sept 16	Critiquing Photography	The 12 Elements of a Merit Image Learning Activity 4 Weekly Photo Assignment	<i>Learning Activity &amp; Weekly Photo due Sunday 9/15/19, 5pm</i>
Week of Sept 23	Individual Portrait Photography Portraiture of <a href="#">Yousuf Karsh</a>	Read Chapter 6: “Portraits” stop at the Group and Family Photos subsection Learning Activity 5 Weekly Photo Assignment Photo Analysis 1	<i>Learning Activity &amp; Weekly Photo due Sunday 9/22/19, 5pm</i>
Week of Sept 30	Group & Family Portrait Photography	Read Chapter 6: “Portraits” start at the Group and Family Photos subsection Learning Activity 6 Weekly Photo Assignment	<i>Learning Activity &amp; Weekly Photo due Sunday 9/29/19, 5pm</i>

Week of Oct 7	Animal Photography Pet Photography of <a href="#">Ron Schmidt</a>	Read Chapter 8: “Animals” Learning Activity 7 Weekly Photo Assignment Photo Analysis 2	<i>Learning Activity &amp; Weekly Photo due Sunday 10/06/19, 5pm</i>
Week of Oct 14	Landscape Photography Photography of <a href="#">Ansel Adams</a>	Read Chapter 9: “Landscapes” Learning Activity 8 Weekly Photo Assignment Photo Analysis 3	<i>Learning Activity &amp; Weekly Photo due Sunday 10/13/19, 5pm</i>
Week of Oct 21	Close Up/Macro Photography Photography of <a href="#">Mike Moats</a>	Read Chapter 12: “Close Up/Macro Photography” Learning Activity 9 Weekly Photo Assignment Photo Analysis 4	<i>Learning Activity &amp; Weekly Photo due Sunday 10/20/19, 5pm</i>
Week of Oct 28 Term ends Nov 2	Final Photography Project		<i>Final Photography Project Due Friday Nov. 1<sup>st</sup> 12pm (Noon)</i>

#### **ADDITIONAL INFORMATION**

You must have access to Adobe Photoshop, [GIMP](#) or some other editing software, and must use a DSLR or Mirrorless camera of at least 12 megapixels is required, and a full adjustable camera that can be used on manual settings is desirable. If you have questions or concerns about your camera, please email Dr. Hood asap. [james.r.hood@wayland.wbu.edu](mailto:james.r.hood@wayland.wbu.edu) No smartphone use allowed in this course.