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WBU Online  
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 4302, Advanced Digital Photography **TERM**:

Fall 2019, Aug 19 – Nov 2

## INSTRUCTOR:

Gordon Zeigler

## CONTACT INFORMATION:

Cell phone: (806) 729-6722  
WBU Email: gordon.zeigler@wayland.wbu.edu

## OFFICE HOURS, BUILDING & LOCATION:

By Arrangement Only; Adjunct, No on Campus Office Hours

## COURSE MEETING TIME & LOCATION:

Virtual Campus/Blackboard

## CATALOG DESCRIPTION:

ART 4302. Advanced studies in digital processes, with emphasis on development and manipulation of photographic imagery.

## PREREQUISITE: None

REQUIRED TEXTBOOK AND RESOURCE MATERIAL: Text for the course is Digital Photography Masterclass by Tom Ang in paperback. There may be more than one edition, but any of those available will be accepted. A digital camera of at least 6 megapixels is required, and a full adjustable camera that can be used on manual settings is desirable.

## OPTIONAL MATERIALS

Basic How-To Guides for Photoshop would be very helpful. Though not required, this is an excellent time to acquire Adobe Photoshop, if you haven’t already for the lower level courses, 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. List and describe 10 professional art photography concepts.
2. Describe and demonstrate advanced use of Adobe Photoshop
3. Describe and demonstrate advanced techniques including composition, exposure, leading lines, cropping, Photoshop enhancement, dynamic tonal range, retouching, coordinated mat, storytelling, and photographic impact.
4. Develop an advanced systematic process for the analysis of their own photographs.

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

Subject Focus: To enhance interest, each semester may feature a different focus topic, and with the current being about 10 advanced assignments involving totally different photo settings for each.

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 *National Professional Photographers Association* in local, regional, and national competition for artistic expression among NPPA 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, rule of thirds, shade and shadow portrait lighting, camera handling, it is assumed students already possess Photoshop techniques, and understand tonal concept of dynamic range and so on. A very outstanding text was available in the portrait area, which afforded the opportunity to direct the focus on people photography, aka portraiture. As many as 8 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 portrait photographic expression and conveying personality and character of the subject.

## ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance 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:

Grading Scheme for each assignment:

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

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

A - Student work indicates proficiency in skills being taught in the weekly assignment and performance excellence. 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 proficiency in 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 most 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 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.

**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

| ***Week*** | ***Topics*** | ***Assignments*** | ***Due Dates*** |
| --- | --- | --- | --- |
| Week of Aug 19 | Tutorial 1, Image Analysis | Read Beginning Page 26, City Lights | *Project Due by Sunday* |
| Week of Aug 26 | Tutorial 14, Home/Building Assignment Page 314 - 317 | Architectural, Page 134, 144; 174, 334 - 339 | *Project Due by Sunday* |
| Week of Sept 9 | 12 Guidelines you can use on all your work to sharpen skills and improve your artistic abilities in photography  work to sharpen skills and improve your artistic abilities in photography | The 12 Elements of Professional Judging follow instructions in handouts | *Project Due by Sunday Mar 24* |
| Week of Sept 16 | Spirit of the Place, Begin Page 290 | Tutorial 16, By the Water | *Project Due by Sunday* |
| Week of Sept 23 | Still Life, Page 42-45, and 200-1, 339 | Tutorial 11, Being Resourceful, Finding Impact among objects that would otherwise go unnoticed. Assignment Page 42 | *Project Due by Sunday* |
| Week of Sept 30 | The Yin/Yan relationship between man’s environment and nature | Tutorial 4, Urban Nature, Page 72 | *Project is Due by Sunday 14* |
| Week of Oct 2 | Document a Ritual, Holiday, Celebration or Family Tradition | Tutorial on Page 278, Ritual, Custom | *Project is Due by Sunday, Apr 28* |
| Week of Oct 9 | Pets, Page 126 | Tutorial 6, Timing and Color | *Project Due by Sunday* |
| Week of Oct 16 | The Surreal, a challenging subject for artistic photographers | Read textbook, utilize imagination to create a work within the definition of surreal (aka unreal) | *Project Due by Sunday Oct 29* |
| Semester ends Nov 2 |  |  |  |

## ADDITIONAL INFORMATION

A digital 35 mm SLR camera of at least 6 megapixels is required, and a full adjustable camera that can be used on manual settings is desirable**. You must have access to a high end editing program, either Adobe Photoshop or GIMP.** No smartphones use allowed for assignments.