



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 2, 2020

INSTRUCTOR:

Dr. James R. Hood

CONTACT INFORMATION:

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

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

OFFICE HOURS, BUILDING & LOCATION:

Adjunct Instructor: By Arrangement Only. Please email Dr. Hood with class related questions and concerns

COURSE MEETING TIME & LOCATION:

Internet 12:00pm—12:00pm WBUonline

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:

Instructor approval/consent

REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

Required Textbook

How to Create Stunning Digital Photography, by Tony Northrup, ISBN- 10: 0988263408. It is available for purchase at the WBU Bookstore (paperback edition only). It is also available in

either paperback or E-Book format, reasonably priced, and convenient for web access at:

https://www.amazon.com/dp/0988263408/ref=rdr_ext_tmb

Required Camera:

At least an entry-level DSLR camera or equivalent Mirrorless Camera (Nikon, Canon, Sony, Fuji are typical brands). These are all cameras with the ability to interchange lenses and manually set exposure. Point & Shoot or Bridge type cameras with built in lenses are not recommended for this course. Phone cameras are not acceptable for this class. Please email instructor if you have questions or concerns about your camera.

Here's a link to an article discussing entry-level DSLR cameras: <https://photographylife.com/best-entry-level-dslrs>

OPTIONAL MATERIALS

- A decent, stable tripod is highly recommended
- Photo Editing Software: I recommend Adobe Photoshop or Lightroom CC (Classic). This is an excellent time to acquire Adobe Photoshop/Lightroom. The Adobe Creative Cloud Photography Plan, starts at \$9.99 per month for verified university students <https://www.adobe.com/creativecloud/photography.html?promoid=NQCJRBZ&mv=other>. Another not as refined, but sometimes acceptable free Image editing option is [GIMP](#)

COURSE OUTCOMES AND COMPETENCIES:

Students successfully completing this course will be able to:

1. Create a correct manual exposure
2. Describe and demonstrate basic image composition techniques
3. Recognize and utilize light from both artificial and natural light sources
4. Make more thoughtful and informed photographic decisions
5. Troubleshoot and critique images

No matter what genre of photography, the expected outcomes include practical understanding of composition, qualities of light, and camera handling. Assignments will be developed in concert with the syllabus schedule and course outcomes. Each assignment is designed to help students develop a thoughtful, systematic approach to image making by considering lighting, focus, camera angle, exposure, presentation, human interest, and emotion to communicate a significant message. In conclusion, the goal of the course is to 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 2 or more weeks of an 8 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:

- Weekly Discussion Board Participation 200
- Weekly Photography Assignment 800
- Weekly Reading & Learning Activities 200
- Total Points for Term: 1200

Grading system in this photography course individual assignments are critiqued by your professor. The course involves both written work and assigned weekly images.

Discussion Board Participation consists of weekly image submission AND commenting on other student's image submissions. To receive full credit for participation each week you **MUST**:

- Submit your assigned Weekly Image
- Comment on at least 3 other student's images
- Discussion Board student comments generally are formatted as a "critique sandwich" as follows:
 - Discuss one thing about the image that you like.
 - Discuss one thing about the image that you feel could be improved: how & why?
 - Discuss another thing about the image that you like.

Weekly Image Submissions will be graded according to the following critique categories, with a total 100 points possible for each weekly photography assignment, adding to 700 points. The area to be critiqued are:

- Adherence to Assignment specifications
- Image Composition
- Concept/Content/Story
- Image Quality (technical)
- Creativity and 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
- 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
- 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

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

Other considerations: **Late work** results in a 10% penalty per week that it is overdue. Work over two weeks late will receive a grade of zero.

Photo Requirements: You are required to use a DSLR camera to complete Weekly Photo Assignments. Photos with Smartphones or iPhones are not accepted. All Photos for assignments are geared to allow study of techniques followed by photo shoot and learning experiences, therefore **all photo work must be taken within the window of the course**, not prior to the course or prior to the assignment date. The date photos are created will be checked with photo tags/metadata that are embedded in photos at time they were taken.

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

<i>Week</i>	<i>Topics</i>	<i>Assignments</i>	<i>Due Dates</i>
Week 1	Introduction	Learning Module 1 Learning Activity 1 Week 1 Photo Assignment	<i>Learning Activity 1 & Weekly Photo due Saturday, 10/24/20, 5:00pm (CST)</i>
Week 2	Image Composition	Learning Module 2 Learning Activity 2 Week 2 Photo Assignment	<i>Learning Activity 2 & Weekly Photo due Saturday, 10/31/20, 5:00pm (CST)</i>
Week 3	Exposure Concepts	Learning Module 3 Learning Activity 3 Week 3 Photo Assignment	<i>Learning Activity 3 & Weekly Photo due Saturday, 11/7/20, 5:00pm (CST)</i>
Week 4	Aperture Priority Mode	Learning Module 4 Learning Activity 4 Week 4 Photo Assignment	<i>Learning Activity 4 & Weekly Photo due Saturday, 11/14/20, 5:00pm (CST)</i>
Week 5	Shutter Priority Mode	Learning Module 5 Learning Activity 5 Week 5 Photo Assignment	<i>Learning Activity 5 & Weekly Photo due Saturday, 11/21/20, 5:00pm (CST)</i>
Week 6	ISO	Learning Module 6 Learning Activity 6 Week 6 Photo Assignment	<i>Learning Activity 6 & Weekly Photo due Saturday, 12/5/20, 5:00pm (CST)</i>
Week 7	Manual Exposure Mode	Learning Module 7 Learning Activity 7 Week 7 Photo Assignment	<i>Learning Activity 7 & Weekly Photo due Saturday, 12/12/20, 5:00pm (CST)</i>
Week 8	Lighting	Learning Module 8 Learning Activity 8 Week 8 Photo Assignment	<i>Learning Activity 8 & Weekly Photo due Saturday, 12/19/20, 5:00pm (CST)</i>

ADDITIONAL INFORMATION

Weekly Photo Assignment Grading Rubric (see next page)

Area of Focus	Excellent High Achieving Image 20 points each Area of Focus	Average Moderate Achieving Image 16 points each Area of Focus	Below Average Poor Image 12 points each Area of Focus
Assignment Specifications/ Requirements (Subject matter, number of images, resolution, etc.)	Strong choice of subject matter. Image is edited, enhanced to achieve the most striking image. Proper sizing, resolution, etc. Photo fully meets or exceeds requirements.	Image meets the minimum level of quality and subject matter to satisfy the assignment. Subject matter could be improved, or image seems to be filler material. Shows evidence of some requirements.	Subject matter does not satisfy assignment. Shows minimal to no evidence of requirements.
Composition (Rule of thirds, leading lines, Angle of View, etc.)	Strong composition because of layout, viewpoint, and effective use of compositional techniques. Demonstrates exceptional visual interest.	Image composition has potential, but other viewpoints, positioning of subject and use of compositional techniques would improve the image. Demonstrates some visual interest.	Little to no consideration of basic photographic composition techniques. Backgrounds may be busy or distract from the focal point. Does not demonstrate visual interest.
Concept/Content/Theme	Strong and effective concept. Idea is communicated well. Images thoroughly address the theme/topic or subject. Thorough evidence of imagination, creativity and thoughtfulness.	Ideas are not fully communicated. Image somewhat address the theme/topic. Some evidence of thoughtfulness.	Weak connection to the theme/topic. Unclear – photo seems random. Little to no evidence of thought, creativity. Further brainstorming ideas is recommended.
Image Quality (technical) (Exposure, focus, color, depth of field)	Correct exposure for the setting. Use of color (and/or grayscale) coincides with the subject and the mood of the image. Focus and depth of field effectively contribute to a powerful image.	Photo taken at appropriate exposure. Use of color (and/or grayscale) adequate. Focus and depth of field somewhat adequate.	Image is too dark or too light distracting from the subject or mood of the photo. Photoshop exposure tools could have corrected this. Image out of focus, poor depth of field choice.
Creativity/Originality	Amazing photograph. Well organized, unified meaning. Interesting, different, effective, unique approach to assignment. Excellent photo editing, enhancement.	Good approach showing some creativity but could have been planned, executed and enhanced to achieve a more powerful image.	Photo shows little to no creativity. Dull, lacks impact.