



**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/Lecture/VC01: Advanced Digital Photography

**TERM:**

Spring 2 2021

**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 12:00 PM - 12:00 PM; WBU – Online

**CATALOG DESCRIPTION:**

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

**PREREQUISITE:**

ART.3300/Lecture/VC01 Intermediate Digital Photography, or comparable photographic experience with Instructor Approval.

## 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 (recommended), reasonably priced, and convenient for web access at: [https://www.amazon.com/dp/0988263408/ref=rdr\\_ext\\_tmb](https://www.amazon.com/dp/0988263408/ref=rdr_ext_tmb)

- **Required Camera:** A Digital Single Lens Reflex (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.
- **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=NQCJRBTZ&mv=other>.
  - Another not as refined, but sometimes acceptable free Image editing option is [GIMP](#)
  - Tony Northrup, the author of our textbook, recommends a couple of different photo editing software choices. Check them out and see if they are for you.
    - <http://x.photoscape.org/>
    - <https://rawtherapee.com/>
- **A Tripod**

## OPTIONAL MATERIALS

- An off-camera flash unit (highly recommended)
  - An affordable off camera flash unit is the Neewer NW565ex
  - YouTube Video Review: <https://youtu.be/JttGjwGyFvA>
  - [Kit for Nikon at Amazon](#)
  - [Kit for Canon at Amazon](#)

## COURSE OUTCOMES AND COMPETENCIES:

Students who complete this course will:

- Develop advanced skills in photographic editing/processing
- Concentrate on the development of a distinctive personal style and will pursue individual interests and research in their work.
- Apply critical thinking to analyze and critique their own work and the work of others
- Engage in an ongoing study of the history of photography
- Begin to develop a portfolio of accomplished photographic work

## **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:**

<b>Print on Demand Photography Project</b>	<b>100 points</b>
<b>Stock Photography Project</b>	<b>100 points</b>
<b>5 Weekly Learning Activities (20 points each)</b>	<b>100 points</b>
<b>7 Weekly Photography Assignments (100 points each)</b>	<b><u>700 points</u></b>
<b>Total:</b>	<b>1000 points</b>

**A = 1000 - 900**

**B = 899 – 800**

**C = 799 – 700**

**D = 699 – 600**

**F = 599 or below**

**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. All work not completed by the end of term will receive a 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. All photos are expected to have evidence of post-processing/editing to improve.

**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 1	Landscape Photography	Learning Module 1 Learning Activity 1 Weekly Photo Assignment	Introduce Yourself Activity Due Wednesday, 03/24/21, 23:59 (CST) Learning Activity 1 & Weekly Photo due Monday, 03/29/21, 23:59 (CST)
Week 2	Animal Photography	Learning Module 2 Learning Activity 2 Weekly Photo Assignment	Learning Activity 2 & Weekly Photo due Monday, 04/05/21, 23:59 (CST)
Week 3	Close Up/Macro Photography	Learning Module 3 Learning Activity 3 Weekly Photo Assignment	Learning Activity 3 & Weekly Photo due Monday, 04/12/21, 23:59 (CST)
Week 4	Flash Photography	Learning Module 4 Learning Activity 4 Weekly Photo Assignment	Learning Activity 4 & Weekly Photo due Monday, 04/19/21, 23:59 (CST)
Week 5	Individual Portrait Photography	Learning Module 5 Learning Activity 5 Weekly Photo Assignment	Learning Activity 5 & Weekly Photo due Monday, 04/26/21, 23:59 (CST)
Week 6	Sports Photography	Learning Module 6 Learning Activity 6 Weekly Photo Assignment	Learning Activity 6 & Weekly Photo due Monday, 05/03/21, 23:59 (CST)
Week 7	Exploring Print on Demand	Learning Module 7 Weekly Photo Assignment Print on Demand Project	Print on Demand Project & Weekly Photo due Monday, 05/10/21, 23:59 (CST)
Week 8	Exploring Stock Photography	Learning Module 8 Stock Photography Project	Stock Photography Project & All undone Course Work Due Friday, 05/14/21, 23:59 (CST)

## ADDITIONAL INFORMATION

### Weekly Photo Assignment Grading Rubric

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
<b>Assignment Specifications/ Requirements</b> (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.
<b>Composition</b> (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.
<b>Concept/Content/Theme</b>	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.
<b>Image Quality (technical)</b> (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.
<b>Creativity/Originality</b>	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.