DATE OF LAST REVIEW: 02/2013

CIP CODE: 10.0304

SEMESTER: Departmental Syllabus

COURSE TITLE: Introduction to Digital Imaging

COURSE NUMBER: MMVP0130

CREDIT HOURS: 3

INSTRUCTOR: Departmental Syllabus

OFFICE LOCATION: Departmental Syllabus

OFFICE HOURS: Departmental Syllabus

TELEPHONE: Departmental Syllabus

EMAIL: KCKCC issued email accounts are the official means for electronically communicating with our students.

PREREQUISITES: None

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com/, for the required texts for your particular class.

COURSE DESCRIPTION:
The student will identify key historical development in analog and digital photography as well as be exposed to various methods of image capture, transfer and storage. Elements and Principles of photography will be emphasized including composition, lighting and aesthetics. Digital manipulation through industry standard software such as PhotoShop will be reviewed as well as copyright and ownership as it pertains to digital imaging.

METHOD OF INSTRUCTION:
A variety of instructional methods may be used depending on the content area. These include but are not limited to: lecture, multimedia, cooperative learning, labs and demonstrations, projects and presentations, speeches, debates and panels, conferencing, learning experiences outside the classroom and performance. Methodology will be selected to best meet student needs.

COURSE OUTLINE:
I. Introduction to a New Era in Photography
   A. What is digital imaging?
   B. What are the advantages of digital over analogue
   C. How can conventional photos be converted to digital
   D. What hardware is necessary for digital imaging
   E. Guidelines for getting started with digital imaging
II. Five Major Epochs in Photography
   A. Camera Obscura
B. Daguerrotype  
C. Negatives  
D. The Wet Plate  
E. The instamatic

III. Digitizing Images: Cameras, film and Prints  
A. Digital cameras  
B. Digitizing film  
C. Flatbed scanning  
D. Services  
E. Storage

IV. The Aesthetics of Photography  
A. Composition  
B. The Elements of Design  
C. The Principles of Design  
D. Asymmetrical Balance  
E. The Rule of Thirds

V. Introductory Photography Assignments

VI. Digital Image Manipulation  
A. Introduction to Photoshop  
B. Getting to know the work area  
C. Basic Photo Corrections  
D. Retouching and Repairing  
E. Working with Selections

VII. The Ethics of Photography and Electronic Imaging  
A. Who and What can be photographed  
B. When is consent necessary in Photographing  
C. What is copyright?

VIII. Careers that use digital imaging  
A. Commercial art  
B. Fine art  
C. Photojournalism
EXPECTED LEARNER OUTCOMES:
A. Upon successful completion of the course the student will identify components of digital photography
B. Upon successful completion of the course the student will be able to evaluate the significance of the five major epochs in photography
C. Upon successful completion of the course the student will be able to digitize images using cameras, film and prints
D. Upon successful completion of the course the student will be able to demonstrate the use of aesthetics in photography
E. Upon successful completion of the course the student will be able to manipulate digital images using industry standard software.
F. Upon successful completion of the course the student will be able to identify and apply ethics as they pertain to photography and electronic imaging
G. Upon successful completion of the course the student will be able to identify careers that use digital imaging

COURSE COMPETENCIES:
The student will identify components of digital photography
1. The student will define digital imaging
2. The student will evaluate the advantages of digital versus analogue imaging
3. The student will demonstrate converting conventional photos to digital
4. The student will identify the hardware necessary for digital imaging
5. The student will apply the guidelines starting to work with digital imaging

The student will be able to analyze the significance of the five major epochs in photography
6. The student will analyze the impact of Camera Obscura on digital imaging
7. The student will analyze the impact of the Daguerrotype on digital imaging
8. The student will analyze the impact of negatives on digital imaging
9. The student will analyze the impact of the wet plate on digital imaging
10. The student will analyze the impact of the instamatic camera on digital imaging

The student will be able to digitize images using cameras, film and prints
11. The student will digitize images using a digital camera
12. The student will explain the process of digitizing images from negatives and film
13. The student will digitize images using a flatbed scanner
14. The student will explain the process of digitizing images with a service bureau
15. The student will store digital images in multiple media and formats

The student will be able to identify and demonstrate the use of aesthetics in photography
16. The student will employ the elements of design in photographic assignments
17. The student will employ the principles of design in photographic assignments
18. The student will employ asymmetrical balance in photographic assignments
19. The student will employ the rule of thirds in photographic assignments

The student will be able to manipulate digital images using industry standard software.
20. The student will complete an introduction to Photoshop
21. The student will complete a tutorial on getting to know the work area using Photoshop
22. The student will complete a tutorial on basic photo corrections using Photoshop
23. The student will complete a tutorial on retouching and repairing using Photoshop
24. The student will complete a tutorial on working with selections using Photoshop

The student will identify and apply ethics as they pertain to photography and electronic imaging
25. The student will identify who and what can be photographed
26. The student will identify the components of a legal picture
27. The student will identify when consent is necessary in photographing
28. The student will identify the components of copyright and its application
The student will identify careers that use digital imaging
29. The student will identify career opportunities in commercial art that utilize digital imaging
30. The student will identify career opportunities in fine art that utilize digital imaging
31. The student will identify career opportunities in photojournalism that utilize digital imaging

ASSESSMENT OF LEARNER OUTCOMES:
1. Attendance and participation is required
2. Completion of all assigned projects
3. Completion of all quizzes
4. Completion of a Final

SPECIAL NOTES:
This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational Amendments of 1972, require the college’s policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center at (913) 288-7670 V/TDD.