

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

GRAPHIC DESIGN 211 – PROFESSIONAL DIGITAL PHOTOGRAPHY II

2 hours lecture, 3 hours laboratory, 3 units

Catalog Description

Focuses on advanced photographic and digital imaging techniques, expanding on knowledge and skills acquired in GD 126 and 210. Covers various applications of commercial photography including portraiture, tabletop, still life and photo-illustration. Unlike most fine art oriented photography classes, this course will present aesthetic and technical aspects of photography as they pertain to graphic communication and commercial art.

Prerequisite

None

Recommended Preparation

“C” grade or higher or “Pass” in GD 210 or equivalent

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 1) Ability to:
 - a. Make critical decisions in the selection of digital photographic equipment.
 - b. Define/explain common digital photography terms and concepts.
 - c. Understand and use digital camera settings for optimum results.
 - d. Light, compose and expose for improved photographs.
 - e. Establish an efficient digital workflow.
 - f. Describe the relationship between raster and vector images and how they come together in graphic design.
 - g. Set up digital files at the proper size and resolution for optimum output.
 - h. Perform basic editing, retouching, color correction, enhancement and manipulation of digital images using Adobe Photoshop.

Course Content

- 1) Advanced light control and light modifiers
- 2) Working with digital raw files
- 3) Light blending with the digital camera
- 4) Product, portrait, still life and landscape photography
- 5) Image enhancement
- 6) Photo compositing
- 7) Lighting with electronic flash
- 8) Digital black and white
- 9) Advanced image editing techniques using Adobe Photoshop software

Course Objectives

Students will be able to:

- 1) Use photography as a means for visual design, illustration and graphic communication
- 2) Use advanced light control techniques, retouch, color correct and output digital photographs
- 3) Shoot, save, manage and edit digital raw files using non-destructive editing techniques

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Exams that measure students' ability to use design terminology and explain design and technology concepts.
- 2) Exercises that measure students' ability to use computer applications to solve real-life digital image problems.
- 3) Exercises that demonstrate skillful use of a digital camera and accessories based on criteria provided by the instructor.
- 4) Exercises that require effective application of photography principles based on criteria provided by the instructor.
- 5) Exercises that require use of hardware and software applications to enhance digital photos based on criteria provided by the instructor.
- 6) Critiques that require students to verbalize and apply feedback to improve digital photos based on criteria specified by the instructor.

Special Materials Required of Student

Access to adjustable digital camera, computer with reliable Internet access and Adobe Photoshop, inkjet printer, removable storage (zip disk or USB drive), 8.5 x 11 high-quality photo printer paper

Minimum Instructional Facilities

Lab/studio with large, flat work tables, student art desks and chairs, flat files, storage cabinets, large wall spaces with bulletin boards, marker boards, bright lighting, computer projection system, computers, software, inkjet printer, digital cameras, photographic lights and stands

Method of Instruction

- 1) Lecture and demonstration
- 2) Analysis of examples of digital photos
- 3) Assignments
- 4) Individual student conferences
- 5) Student presentations, exhibitions
- 6) Instructor/student critiques
- 7) Research papers
- 8) Field trips

Out-of-Class Assignments

- 1) Assigned readings
- 2) Digital photography exercises
- 3) Digital image manipulation exercises

Texts and References

- 1) Required (representative example): None
- 2) Supplemental: As recommended by instructor

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and/or knowledge:

- 1) Ability to:
 - a. Describe and use advanced light control techniques to improve photographic quality.
 - b. Shoot, process and edit digital raw files.
 - c. Create technically proficient and aesthetically pleasing photographic images for a variety of mediums.

- d. Skillfully enhance, retouch, color correct and output digital photographs.
- e. Use photography as a means for visual design, illustration and graphic communication.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Describe and use advanced light control techniques to enhance quality of photos.
- 2) Shoot, process and edit digital raw files using non-destructive editing techniques.
- 3) Create technically proficient and aesthetically pleasing photographic images for a variety of mediums.