



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

INSTRUCTOR INFORMATION

STERLING SNYDER, ADJUNCT PROFESSOR, B.A.

CLASS LOCATION: Erma Byrd HEC, E14

OFFICE LOCATION: Fine Arts FA202

OFFICE HOURS: 30 mins following class or by appointment.

CELL PHONE: 304-282-0890

ART DEPARTMENT OFFICE (SECRETARY): 304-384-5275

E-MAIL: sasnyder@concord.edu

WEBSITE: [Concord University Division of Fine Arts](#)

COURSE INFORMATION

COURSE TITLE: 216 Photography

COURSE CRN #: 20096 30

CREDIT HOURS: 3 credits/semester; 2 hours 30min/week

SEMESTER TAUGHT: Spring 2019

COURSE TIME: 4:00 - 6:30PM, Fridays

SUGGESTED HARDWARE/SOFTWARE:

CC Adobe Suite, Microsoft Office Suite, E-mail program of choice, and Internet browsers of choice. Other programs may be used if needed throughout the course. All software is supplied in the computer lab.

SUPPLIES:

- Digital Camera Outfit
- 8GB+ USB flash drive, or for pursuing Graphic Design Majors a 500GB+ external USB hard drive.

ESTIMATED HOMEWORK HOURS

Approximately 4 to 8 hours per week

PREREQUISITES: None

TEXT REQUIREMENTS:

No textbook required. However, the student will be required to do research from the university library and the Internet. The instructor will give handouts for all projects and materials needed.

COURSE DESCRIPTION/RATIONALE:

A brief but broad look into the medium of digital photography as it applies to visual art/advertising. Students will become familiar with not only the visual concepts of composition, contrast, and color as they are related to photography, but also knowledge of the technical aspects of photography including but not limited to exposure, focus, white balance, and depth

of field. Students will learn to understand the components of exposure and manually set an exposure using an in-camera or handheld light meter. Students will complete homework assignments to supplement the material presented in class.

CONCORD UNIVERSITY EDUCATIONAL GOAL(S):

Knowledge: An awareness of the aesthetic principles, methods, materials, and media employed in artistic performance and the creation of works of art and literature.

LEARNING OUTCOMES:

The successful course participant will demonstrate an awareness of the aesthetic principles, methods, materials, and media employed in artistic performance and the creation of works of art and literature.

In addition to students will learn the basics of page layout programs, and the tools that are associated with industry standard programs.

The student will:

- 1)utilize digital camera to create basic photography pieces.
- 2)explore different techniques and styles with specific industry software to accomplish assignments.
- 3)develop an understanding of the basic tools/formats that are used in the printing industry today.

COURSE REQUIREMENTS

GRADING POLICY AND SCALE, MAKE-UP POLICY, LATE WORK:

Evaluation of your work is based on how well you have performed the assigned task. Your instructor will judge your work as if you were working as a freelance or staff photographer.

Projects will count for **75%** of the final grade. Quizzes, in-class assignments, and class participation will make up the remaining **25%** of the final grade. Class participation and professional conduct will also affect the final letter grade. Late projects not turned in on the designated due date will have the **grade reduced half a letter grade** for every class period not turned in. All assignments must be completed to pass the course. Students who miss quizzes or projects will be ready to take or turn in the missed assignment upon their return to the class.

GRADING SCALE:

A	100-91
B	90-81
C	80-71
D	70-65
F	64 or below

COURSE ATTENDANCE POLICY:

You may miss the equivalent of one week of class. This does not mean, however, that you are excused from knowing about material covered in the class or information about assignments. Failure to be present for class beyond the specified time without a legitimate excuse would result in a lowering of your final grade by one half a letter grade for each unexcused absence. **Being late 2 times without a legitimate excuse will be counted as one absence.** If you are absent (or late) for a class, you shall inform your instructor on the day you return to class or when you are late (see your instructor at the end of class). Students with perfect attendance will get their lowest quiz/homework grade dropped.

CONSULTING WITH YOUR INSTRUCTOR:

It is extremely important for you to often consult with your instructor for further instructions and information for each assignment. Never fail to ask for more information if the assignment instructions are not completely clear - this is your responsibility.

CLASS PARTICIPATION AND WORK HABITS:

It is necessary for you to work productively on art assignments in class for your instructor to observe and help you with ideas and techniques. Your performance in class discussion and class studio work will be evaluated and will affect your final grade. Only a professional presentation of your work will be accepted.

SPECIAL WORKSHOPS, LABS, FIELD TRIPS, ETCETERA:

Due to the nature of commercial art/advertising work, we may need to meet as a class at times other than the scheduled class time, such as on Saturday or in the evenings, to work with special equipment or to go on field trips.

SUGGESTED READING AND OBSERVATIONS:

It is to your advantage to be aware of excellence in the field of photography. You should observe outdoor advertising, POP (point of purchase) displays in department stores, ads in magazines and newspapers, etc. In addition, you should get in the habit of reading magazines from the library such as "Aperture, Professional Photographer, Rangefinder, etc. Also, use

your most powerful tool, the Internet. Any photographic information brought to class to share with the instructor and classmates will be taken into consideration for your final grade.

METHODS OF INSTRUCTION:

Discussion, demonstration, class and individual critiques, and studio project reviews

METHODS OF ASSESSMENT:

Discussions, student presentations, in-class/take-home projects, group critiques, individual consultations, and quizzes.

COMPUTER LAB POLICIES:

No food or drinks are allowed in the computer lab

TURN OFF CELL PHONES DURING CLASS TIME

ALL CELL PHONES SHOULD BE PUT OUT OF SIGHT

There will be no private installation of any software that is not already provided on the Lab computers.

Under no circumstances will any of the lab computers or parts of the computers leave the lab.

If any of these policies are broken student may be asked to leave class and will be counted absent that day.

Lab times and Monitor schedules will be posted within the first few weeks of class.

COURSE TIMELINE (SCHEDULE OF ASSIGNMENTS/ASSESSMENTS/PRESENTATIONS):

CLASS CONTENT COVERED:

Macintosh Computer Basics

Computer Memory
RAM (Random Access Memory)
Resolution
RGB vs CMYK modes
File Backup

Camera Basics

File Types
White Balance
Autofocus Settings
Exposure Settings
ISO Settings
Aperture Settings
Shutter Speed Settings

Intro to Adobe Photoshop

Adobe Camera Raw
Camera RAW Filter
Cloning and healing tools
Smudge/Blur/Sharpen tools
Dodge/Burn/Sponge tools
Zoom tools
History menu
Opacity
Effects and Editing

Intro to Adobe Lightroom

Catalogues
Library Module
Develop Module

PROJECTS: *(subject to change)*

A variety of assignments will be created using the camera and may should be retouched using Adobe Photoshop/ Lightroom. Each project will be presented on a screen to the instructor and classmates at the end of the semester. This presentation will count as a final exam.

- 1) Geometric Composition
- 2) Shutter Speed 1
- 3) Shutter Speed 2
- 4) Aperture 1
- 5) Aperture 2
- 6) Landscape Exposure
- 7) Night Exposure
- 8) Headshot Portrait Lighting
- 9) Final Project Photograph
- 10) *

QUIZZES: *(subject to change)*

Quizzes will be announced one class in advance.

- 1) First 1/2 of Lecture Quiz
- 2) Second 1/2 of Lecture Quiz
- 3) Other quizzes may be added to reinforce lecture material.

Presentation:

1) Students will give a 5-10 min. presentation of their ten photographs at the conclusion of the semester. This presentation should reference technical and aesthetic principles covered in lectures.

UNIVERSITY INFORMATION

ACCESSIBILITY/ACCOMMODATIONS:

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

ACADEMIC DISHONESTY:

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

CONCORD UNIVERSITY HONOR CODE:

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

CLASS/ONLINE ATTENDANCE POLICY:

(See Course Attendance Policy on page 2 for more specific information on this course attendance policy)

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

EMERGENCY ALERT SYSTEM:

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

EMERGENCY INFORMATION:

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

INCLEMENT WEATHER POLICY:

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure

No students or employees are to report.

Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

**Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

STUDENT CONDUCT:

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

TECHNOLOGY SERVICES:

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

SYLLABUS DISCLAIMER:

"This syllabus is subject to change based on the needs of the class. Please check it regularly."

More detailed information will be given with each assignment. It is your responsibility to completely read and fully understand this syllabus. If you have any questions, feel free to ask the instructor your questions during class or set an appointment.