



Course Number and Title: VSC 166 Advanced Photography

Campus Location:

Dover

Effective Date:

2018-51

Prerequisite:

VSC 115, VSC 160, VSC 165, SSC 100

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

2.00 lecture hours/week

3.00 lab hours/week

Course Description:

This course provides a deeper study into camera function mastery and photography techniques as well as professional level use of Adobe Photoshop in photography. Students use these skills to solve industry-standard projects.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

Black Matte Board (several sheets)

Utility knife or X-ACTO knife and extra blades

8x10 hardbound sketchbook

Flash drive

DSLR Camera and Kit containing but not limited to: Lenses Card & Reader Battery & Charger

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Access, use, and store data using the Macintosh platform. (CCC 2, 4, 5, 6; PGC PHI 2)
2. Discuss the elements and principles of design as it applies to photography. (CCC 1, 2, 4, 5, 6; PHI 3, 4, 5)
3. Apply project planning, project management, copyright and fair use, and teamwork principles to the design of visual communication projects. (CCC 1, 2, 3, 4, 5, 6; PGC PHI 1, 3, 4, 5, 6)
4. Use Adobe Photoshop software to edit and create digital photography and digital images. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5; MMD 1, 2, 3, 4, 5; PHI 1, 2, 3, 4, 5)
5. Discuss lighting schemes and their applications. (CCC 1, 2, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5)
6. Use digital single lens reflex (DSLR) cameras, and explain their technical functions. (CCC 1, 2, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5)
7. Create images and graphics for web, print, and video. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5; MMD 1, 2, 3, 4, 5; PHI 1, 2, 3, 4, 5)
8. Create, present, and defend designs, layouts, and technical merits of work, and use constructive criticism in formal critiques to make improvements. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6; MMD 2, 3, 4, 5, 6; PHI 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Access, use, and store data using the Macintosh platform.
 1. Use the various operational basics of the Macintosh system.
 2. Create and store files in proper areas.
2. Discuss the elements and principles of design as it applies to photography.
 1. Explain image resolution, image size, and image file format for web, video, and print.
 2. Identify design principles, elements, and image composition.
 3. Define key terminology of digital images.
3. Apply project planning, project management, copyright and fair use, and teamwork principles to the design of visual communications projects.
 1. Interpret the purpose, audience, and audience needs for preparing images that meet design brief requirements.
 2. Communicate design plans with other members of the design team and clients.
 3. Discuss standard copyright rules for images and image use.
 4. Describe project management tasks and responsibilities.
 5. Create a review and redesign cycle based on feedback.
4. Use Adobe Photoshop software to edit and create digital photography and digital images.
 1. Identify and explain elements of the Photoshop user interface its functions.
 2. Employ color correction using Photoshop.
 3. Apply photo manipulation and composite photography.
 4. Apply healing techniques within Photoshop.
 5. Select the appropriate features and options required to manage layout, optimization, and file generation.
 6. Demonstrate workflow using layers, groups, and organization.
 7. Import, export, and save media files.
5. Discuss lighting schemes and their applications
 1. Discuss varying lighting schemes and their purpose.
 2. Assemble and manipulate standard lighting schemes.
 3. Formulate solutions for proper exposure leveraging the marriage of light schemes and camera settings.
 4. Use lighting accessories (e.g., diffusers, gels, reflectors, gobos, and barn doors).
6. Use digital single lens reflex (DSLR) cameras, and explain their technical functions.
 1. Set focus.
 2. Set exposure and manipulate manual functions, including shutter speed, aperture, and ISO.
 3. Use advanced camera functions (e.g., bracketing, RAW files, and rapid shutter).
 4. Explain formulas related to DSLR cameras (e.g., optimum focus range, zone system, and astronomy trails).
 5. Transfer files to a computer.
7. Create images and graphics for web, print, and video.
 1. Create jpeg files.
 2. Discuss RAW files.
 3. Prepare images for web, print, and video.
 4. Illustrate and explain resolution manipulation.
8. Create, present, and defend designs, layouts, and technical merits of work, and use constructive criticism in formal critiques to make improvements.
 1. Mount, matte, or otherwise display work for presentation.
 2. Apply screen calibration.
 3. Apply printer calibration.
 4. Use printer profiles and settings.
 5. Communicate concept and execution through principles and elements of design.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

VSCAASADD

1. Integrate the principles and elements of design into cohesive problem solving techniques for advertising design assignments.
2. Create or evaluate and select illustrative or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
3. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
4. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
5. Synthesize components of ad-design solutions into cohesive presentations that are technically and conceptually effective.
6. Create or evaluate and select, illustrative, or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
7. Integrate professional, ethical, and legal standards into business practice.

VSCAASMMD

1. Integrate the principles and elements of design and interactive graphics into cohesive problem solving techniques for interactive/web assignments.
2. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize components of media delivery solutions into cohesive presentations that are technically and conceptually effective.
5. Create or evaluate and select illustrative, photographic, layout, and/or responsive imagery for use in effectively evoking digital/web-based solutions for multiple devices.
6. Integrate professional, ethical, and legal standards into business practice.

VSCAASPHI

1. Integrate principles and elements of design into cohesive problem solving techniques for photographic and video assignments.
2. Critique digital photographic and/ or video images and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize photographic images and / or video from a variety of sources and formats into cohesive presentations that are technically and conceptually effective.
5. Collaborate with art directors, clients, models, and others to achieve the desired conceptual effect of requested imagery.
6. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.