

University of Arkansas – Fort Smith

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General Syllabus

GRDS 3263 Advanced Digital Photography

Credit Hours: 3 **Lecture Hours:** 2 **Laboratory or other types of hours:** 4

Prerequisite: GRDS 3223 Digital Photography or consent of instructor

Effective Semester: Summer I, 2010

I. Course Information

A. Catalog Description

Explores the use of photography in artistic expression, journalistic documentation, and visual design narrative. Lighting, advanced post print processes, and photography as business is covered.

B. Additional Information - None

II. Student Learning Outcomes

A. Subject Matter

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

1. Understand the role of the camera and image in documentation.
2. Understand the role of the camera in art and design.
3. Demonstrate the ability to use images as a narrative.
4. Shoot images Journalistically.
5. Shoot images Artistically.
6. Understand ethics regarding documentary imagery.
7. Shoot Studio portraits.
8. Demonstrate post print processes.
9. Continue with more advanced techniques in post editing.
10. Identify various ways to use photography to generate income.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Visual problem solving is one of the main focuses of Advanced Digital Photography. All course exercises and examinations require the student to define and research the problem, generate a number of possible solutions, and

finally execute the best solution to the problem based on the information at hand.

Communication Skills (oral)

Students will be required to clarify information presented by answering specific questions regarding the projects assigned. They will demonstrate a relationship between prior knowledge and the information provided by referring to what was previously learned in regards to composition, camera use, concept and post production.

Ethics

Students will understand issues involving copywriting and imagery to be applied in ideation, research, and execution of original art and design solutions. Problems concerning subject matter copywrite, derivative work, and image manipulation ethics will be covered.

Technological Skills

There are many technical instruments used as necessary tools used in this class. The student will obtain and edit digital images, and learn to use digital cameras, and scanners. Students will demonstrate exceptional computer competence from project inception to final hardcopy output.

III. Major Course Topics

- A. Studio Lighting
- B. In-camera Composition
- C. Still Image Documentaries
- D. The Journalistic approach in shooting photos
- E. Studio Portraiture
- F. Photographing the figure
- G. Color Temperature
- H. White Balance/ Shooting with gray cards
- I. Low light photography
- J. Post print process
- K. Print mounting and hanging and display considerations
- L. Generating income through photography