

# DIGITAL IMAGING AND PHOTOGRAPHY (PHTG1-CE)

## PHTG1-CE 9001 Professional Practices and Business Development for Photographers (3 Credits)

This course presents a solid foundation in the concepts, tools, and techniques required to become a self-employed professional photographer. It is geared toward new and emerging photography students and photographers seeking guidance in essential business and marketing skills. In this class, work on the business aspects of and the financial and legal requirements for starting a photography studio or a photography business. Also, acquire the personal skills needed to succeed as a professional, including hiring staff, pricing for profitability, and building a brand through self-promotion.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## PHTG1-CE 9003 Adobe Photoshop CC (3 Credits)

This course is an ideal introduction to the skills, techniques, and know-how needed for designing, manipulating, enhancing, and repurposing digital images. Put Photoshop through the paces to explore creative techniques, corrective methods, color and design principles, common workflows, and industry best practices. Individual and collaborative exercises provide direct, hands-on experience with a multitude of scenarios aimed at enhancing skills. Explore design, color, and creative choices and methods. Learn professional layout rules for designing engaging magazine covers, article spreads, book covers, and book chapter pages. Gain an understanding of how to manage the graphic designer/client/vendor relationship, including promotion and billing. Expand your problem-solving abilities, visual acuity, and technical prowess, while concurrently gaining a solid introduction to Photoshop.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## PHTG1-CE 9004 Adobe Lightroom for Photographers (0 Credits)

Adobe Lightroom, one of the leading photo management software programs, allows you to organize, import, and edit large quantities of digital images so you can achieve your goals in a streamlined way. Learn how to compare, rate, keyword, and create photo collections in an organized fashion to enhance and accelerate projects. Receive hands-on practice with cropping, editing, exposure, highlights and shadows, white balance, color, black and white, sharpening, and noise reduction. Explore how to print, e-mail, map locations, and export images in a variety of sizes and formats, including on social media and photo-sharing sites.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## PHTG1-CE 9006 DSLR Filmmaking for Photographers (3 Credits)

With the capability of DSLR cameras to capture HD video, photographers need to broaden their skill set to include shooting video. This course explores production workflows, the technical characteristics of natural lighting and audio, time-lapse cinematography, and other features of HDSLRs, while addressing the challenges and limitations of working with this rapidly evolving technology. Work to achieve professional-quality video through hands-on course work. Also, learn how to capture moving images through a variety of techniques and how to edit in Adobe Premiere Pro and Adobe After Effects for a range of output options. Shoot short projects and class exercises to familiarize yourself with the equipment and to practice the art of developing a visual narrative. The most successful students will have an advanced level of digital photography knowledge prior to enrolling in this course.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## PHTG1-CE 9008 Photoshop Intensive (0 Credits)

Take charge of your images with Photoshop—the leading image creation, correction, and manipulation software—used to prepare images for multimedia, websites, and print projects. Become proficient in image preparation and selection techniques through hands-on practice. Discover resizing, resampling, transforming, cropping, exporting, color modes, and file formats. Learn how to prepare work for print, Web, and graphic presentations. Building on these basics, learn intermediate manipulation functions, including layers, textures, filters, layer styles and masks, adjustment layers, clipping groups, blending modes, alpha channels, useful correction techniques, photo compositing, vector paths, and lighting effects.

<p><b>AREAS COVERED</b></p> <p>1px solid rgb(153, 153, 153); font-size: 11px; padding:4px; background-color:#fdfdfd</p>	<p><b>WEEK ONE</b>—Photoshop</p> <p>July 18–22, 2011, PHTG1-CE9008</p> <ul style="list-style-type: none"> <li>Basic features of Photoshop: the tool box; clone and pattern stamp; dodge, burn, sponge; blur, sharpen, smudge.</li> </ul> <p><b>WEEK TWO</b>—Digital Photography</p> <p>July 25–29, 2011, PHTG1-CE9135</p> <ul style="list-style-type: none"> <li>Basic camera operation: shutter speeds, apertures, focal lengths, and composition.</li> <li>Uploading files to the computer, enhancing images, and printing.</li> </ul>
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**Two-Week Intensive**

July 18–29, 2011

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## PHTG1-CE 9063 Digital Retouching and Advanced Photographic Workflow (3 Credits)

This advanced course guides photographers through the importance of good asset and process workflows. Learn the most popular and useful Adobe software for photography asset editing and management: Photoshop, Lightroom, Bridge, Slate, and Portfolio. Gain knowledge and confidence in the most contemporary photographic practices and advanced imaging to help you to develop your vision as accurately and efficiently as possible. The course builds on your understanding of color management tools, procedures, and workflows most pertinent to contemporary photographic practices.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PHTG1-CE 9100 Digital Photography Project (0 Credits)**

Conceive and develop a digital photography portfolio to showcase your work. Analyze classic and contemporary photography to inspire, inform, and identify your project focus. Shoot outside of class, then screen images in group critiques. Explore image enhancements through digital manipulation using Photoshop, such as altered contrast and color correction; employ traditional techniques, such as cropping and pairing; obtain consistent results shooting under different lighting conditions with varied exposures; arrange images for presentation; and more. Self-publish your final collection of images, determine an online vendor, select configuration of output, and purchase an output package. Present your finished project for a comprehensive critique and accolades.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PHTG1-CE 9109 Digital Photography Lighting (0 Credits)**

Learn basic lighting principles for commercial digital photography. For dramatic impact or for a conventional professional look, configure studio lighting and explore effective use of available light. Consider how proper lighting of products or portraits can reduce the need to alter images after shooting and, thus, production costs. Through a series of demonstrations and exercises, gain familiarity with techniques for creating innovative effects to heighten the impact of images.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PHTG1-CE 9135 Digital Photography Intensive (0 Credits)**

Explore the technical and aesthetic possibilities of digital photography. This one-week intensive covers basic camera operation: shutter speeds, apertures, focal lengths, composition, uploading files to the computer, enhancing images, and printing. Critique your work by analyzing the elements of your photographs. Assignments, lectures, and presentations on historical and contemporary photography expand your understanding of the technical and aesthetic possibilities of digital photography.

Students may enroll in any one week or both weeks.

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<p><b>WEEK ONE</b>—Photoshop/ July 18&amp;mdash;22, 2011, PHTG1-CE9008/</p> <ul style="list-style-type: none"> <li>Basic features of Photoshop: the tool box; clone and pattern stamp; dodge, burn, sponge; blur, sharpen, smudge.</li> </ul>
<p><b>WEEK TWO</b>—Digital Photography/ July 25&amp;mdash;29, PHTG1-CE9135/</p> <ul style="list-style-type: none"> <li>Basic camera operation: shutter speeds, apertures, focal lengths, and composition.</li> <li>Uploading files to the computer, enhancing images, and printing.</li> </ul>
<p><b>Two-Week Intensive</b>— July 18-29, 2010/</p>

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PHTG1-CE 9136 Digital Imaging Intensive (0 Credits)**

Expand your visual creativity and develop a unique photographic style, whether you wish to pursue photography for commercial or artistic endeavors. Through an integrated course of study, learn the core functions of digital cameras and the basic features of Photoshop. Explore the technical and aesthetic possibilities of digital photography along with techniques of image manipulation for corrective and artistic purposes. Learn fundamentals like importing or manipulating images and using tools for image correction or enhancement. Explore the aesthetic principles and elements of photography, including composition, exposure, focal lengths, perspective, and depth of field.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PHTG1-CE 9139 Digital Photography: New York Cityscapes (0 Credits)**

Capture the essence of New York City in this hands-on photo tour of some of Manhattan's best known landmarks. Develop excellent photographic and aesthetic practices at famous Manhattan sites including Grand Central Station, the New York Public Library, St. Patrick's Cathedral, and Rockefeller Center. Sessions consist of on-location shoots where you apply techniques to location-based challenges, then critique your work with instructor feedback in class to hone presentation skills and your ability to intelligently discuss artistic work.

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**Repeatable for additional credit:** Yes

**PHTG1-CE 9223 Color Systems (0 Credits)**

Gain a comprehensive understanding of color modes, including RGB for light-based projects such as broadcast, CMYK and flat colors for print projects, and hexadecimal for interactive projects. Learn how the physics of light and pigment is applied in raster and vector environments.

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**Repeatable for additional credit:** Yes

**PHTG1-CE 9224 Digital Retouching Fundamentals (0 Credits)**

Retouching skills are in demand for fashion, automotive, and other image-intensive industries. Intended for those familiar with Photoshop, this course explores methods for professionally correcting technical errors and boosting the impact of images. Modify colors, adjust exposure, deepen contrast, brighten shadows, and minimize reflections. Remove distracting elements, from stray hairs to lampposts to entire backgrounds. Manipulate layer masks, levels, and filters to make seamless changes. Perform a digital makeover by smoothing skin, whitening teeth, dramatizing cheekbones, and accentuating eyes. Discover insider tips on realistically enhancing images, from subtle adjustments of small details to major transformations.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PHTG1-CE 9227 Photoshop II (0 Credits)**

Expand your current knowledge of Adobe Photoshop with intermediate-level tools and techniques, including complex masking, patterns, textures, unusual filters, and interesting layer maneuvers. Develop your skills with hands-on exercises as you explore the rudiments of color correction, blending modes, and lighting effects. Learn tips and shortcuts to boost your productivity.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PHTG1-CE 9304 Digital Photography: Shooting Workshop (0 Credits)**

Point-and-click may suffice for digital photography amateurs, but if you are ready to take your digital pictures to the next level, then this hands-on workshop can help. Develop excellent photographic and aesthetic practices as you learn techniques to improve your work. This course includes on-site shoots where you can apply newly learned techniques to various location-based challenges. Critique each other's work to hone presentation skills, and discuss artistic work in depth.

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**Repeatable for additional credit:** Yes

**PHTG1-CE 9310 Special Topics in Digital Photography (0 Credits)**

High-dynamic-range imagery (HDRI) has a unique and graphic quality that extends a viewer's perception of color and light. Panoramic imagery breaks the traditional aspect ratio of film cameras to create detailed and exciting views of how people actually see the world. Learn how to create images using the latest digital techniques. In this hands-on course, practice capturing and manipulating images using techniques to process raw images, shooting and editing HDRI, and creating panoramics. Examine how to create and manipulate time-lapse stills. Cataloging and a demonstration of spherical equipment also are included. The course is ideal for photographers who seek to advance their digital toolkit and for digital artists who want to expand their capabilities with texture mapping and reflection techniques.

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**Repeatable for additional credit:** Yes

**PHTG1-CE 9311 Photographic Workflow (1.5 Credits)**

Speed, quality, organization, calibration, storage, equipment, transportation, redundancy, industry standards, and protocol—these are the concerns that occupy the minds of photographers and postproduction artists, from first shutter click to printed page. Explore the winding path of digital workflow and learn the clear standards for the industry. The course provides an overview of the shooting platform, Capture One; the editing, processing, and cataloging software, Adobe Lightroom; and the photo editing and retouching software, Adobe Photoshop. Learn to output files to specific destinations, such as websites, the printed page, or exhibition prints. The course concludes by focusing on naming convention practices, metadata tagging, storage equipment, and archiving. Leave the course with an understanding of the principles of digital workflow and the many facets of the start-to-finish digital image.

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**Repeatable for additional credit:** Yes

**PHTG1-CE 9312 Digital Photography Portfolio Intensive (16.5 Credits)**

This intensive course is ideal for serious photographers who are looking to take on a personal project or who want to begin developing a cohesive body of work. Gain knowledge of professional processes and practices, acquire the essential tools needed to advance professionally, and further develop the core elements of your practice. Course work is formatted to provide an exceptional workshop environment. Guest speakers—including an attorney, accountant, and insurance agent—to speak on specific business topics and to answer questions. Interaction between class participants and working professional photographers is a crucial aspect of the course. There are frequent off-campus site visits to businesses and studios with professional photographers giving tours of their studios, showing their professional and personal work, and talking about their careers and experiences. Instructors act as facilitators and advisers, managing meeting logistics, guiding discussions, and evaluating student participation. Identify a personal project or particular area of photographic interest to pursue throughout the duration of the intensive and shoot images for the project outside of class. The course also touches on basic presentation techniques, including printing tips and framing advice, to help prepare you to show your work.

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**Repeatable for additional credit:** Yes

**PHTG1-CE 9800 The Digital Darkroom (0 Credits)**

Adobe Photoshop is a sophisticated editing tool for correcting and manipulating images. In the age of digital photography, Photoshop has replaced the wet darkroom and its techniques for adjusting brightness, contrast, and clarity. In this course, take your understanding of Photoshop as applied to photography to the next level. Explore the digital equivalent of traditional darkroom techniques, along with creative treatments for image composition and artistic effects.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes