

**CUYAMACA COLLEGE**  
COURSE OUTLINE OF RECORD

**GRAPHIC DESIGN 210 – PROFESSIONAL DIGITAL PHOTOGRAPHY I**

2 hours lecture, 3 hours laboratory, 3 units

**Catalog Description**

Practical course intended for anyone interested in traditional photographic methods as they apply to digital photography. Students will learn to properly light, compose, expose, adjust, manipulate and print digital photographs. Explores advanced camera settings and file editing with Adobe Photoshop. Assignments will emphasize skills needed to produce high quality images for print and web display.

**Recommended Preparation**

“C” grade or higher or “Pass” in GD126 or equivalent, or experience using industry standard image editing software

**Entrance Skills**

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

Ability to:

- 1) Operate a personal computer, including creating, finding, opening, saving, and closing files.
- 2) Manage files on a personal computer, including how to create and move folders, how to move and copy files.
- 3) Identify the difference in various image file formats used in computing, particularly JPG, TIF, and PDF files.
- 4) Work with a portable (external) hard drive attached to a computer, including how to transfer files, how to boot and properly eject a drive.
- 5) Utilize an industry standard image editing software, including toolbox functions and various menu operations.

**Course Content**

- 1) Choosing a digital camera
  - a. Image quality
  - b. Features (storage, battery, cost)
  - c. Controls (adjustable vs. automatic)
- 2) Using a digital camera
  - a. Camera controls
  - b. File transfer
- 3) Photography principles
  - a. Lighting
  - b. Composition
  - c. Exposure
  - d. Basic photographic tricks and techniques
- 4) Digital image terminology and concepts
  - a. File formats
  - b. Resolution
- 5) Editing with Photoshop
  - a. Tools and techniques that apply to digital photography
  - b. Color correction

- c. Basic photo retouching
- 6) Displaying and sharing photos
  - a. Web display
  - b. Inkjet printing
  - c. Print services

### **Course Objectives**

Students will be able to:

- 1) Demonstrate common digital photography terms, concepts and use of digital camera settings for optimum results
- 2) Utilize lighting, composing and exposure to create high-quality photographs
- 3) Effectively use image editing software to manipulate digital images for the best possible output while establishing an efficient workflow

### **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 photographic terminology and explain technology concepts.
- 2) Exercises that measure students' ability to use computer applications to solve real-life digital image problems.
- 3) Exercises that assess students' ability to use digital camera controls and features specified by the instructor.
- 4) Exercises that assess students' ability to apply photography principles to create a high quality photo based on criteria specified by the instructor.
- 5) Exercises that assess students' ability to use hardware and software applications to enhance digital photos.
- 6) Critiques that require students to verbalize and apply feedback to improve digital photos based on criteria specified by the instructor.
- 7) Reading assignments followed by review questions that measure students' comprehension of photographic terms and techniques.

### **Special Materials Required of Student**

Access to adjustable digital camera, computer with reliable internet access and Adobe Photoshop, inkjet printer, removable storage (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

### **Method of Instruction**

- 1) Lecture and demonstration
- 2) Analysis of examples of digital photos
- 3) Assignments
- 4) Individual student conferences
- 5) Student presentations, design 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): Stone, Jim and Barbara London. *A Short Course in Photography: Digital*.
- 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. 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. Use Adobe Photoshop to retouch and manipulate digital images.
  - f. Use Adobe Photoshop to apply contrast and color adjustments to improve digital photographs.
  - g. Optimize digital images for the best possible output.
  - h. Establish an efficient digital workflow.

**Student Learning Outcomes**

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

- 1) Define/explain common digital photography terms and concepts.
- 2) Demonstrate use of digital camera settings for optimum results.
- 3) Use industry standard image editing software to manipulate digital images.