GCCIS-ISTE-205 Digital Image Creation

School of Information
Rochester Institute of Technology

instructor information

John-Paul Takats
Visiting Lecturer
School of Information

Office Hours: Office hours are generally offered Monday to Thursday from 11am to 3pm in 30 minute increments with a tool called Calendarly. I will sometimes add weekend and Friday hours, please check back on Thursday afternoon for these: Book at https://calendly.com/jxtadm/30min
Office: GCCIS Building (GOL) 2669 (though can't meet in person due to covid)
e-mail: jxtadm@rit.edu
Skype: johnpaul.takats
Phone: (716) 472-8834
(Please note that phone is not an effective way to contact me.)

course description & prerequisites

Course Description

This course explores the creation and manipulation of digital images intended for use on the Web. Topics include basic digital photography, acquisition of images, and intermediate image manipulation. Students will do projects creating images suitable for the internet.

Prerequisites

- GCCIS-ISTE-105 or GCCIS-ISTE-140

Co-requisites

- none

topics covered

Digital Image Principles

- Pixels
- Additive and Subtractive Color
- Bit Depth
- Gamut and Color Spaces

Basic Digital Photography

- Image Sensor technologies
- Aperture
- Exposure Time
- Composition
- Lighting

- Planning a Shoot
- Releases and Copyright

Scanning Images

Image Manipulation

- RAW vs. JPEG
- Color Correction and White Balance
- Masks
- Compositing Images
- Removing Defects

Compression

Presenting images on the web

texts & materials

The following texts are available at the bookstore, or via online booksellers such as amazon.com and bn.com. Note that all of the texts are *optional*. They make a good supplement to the online readings found at the end of this syllabus.

- *The Adobe Photoshop CS5 Book for Digital Photographers (Voices That Matter)*
  by Scott Kelby
  ISBN: 0321703561
- *The Digital Photography Book*
  by Scott Kelby
  ISBN: 032147404X
- *KISS Guide to Photography (Keep It Simple Series)*
  by John Garrett
  ISBN: 0789480697

grading & enrollment issues

Your grade will be based on your in-class exercises (approximately 40%), weekly photo shoots (approximately 40%) and in-class participation (approximately 20%). Because there is a significant artistic component to this course, we will be doing some things which you may not have done in a class before, such as group critiques. It is important to go into this knowing that such critiques are not personal and should not be treated as such.

Assignments submitted after the due date/time, without prior approval from me, will be subject to losing up to 10% for each day that they are late. If you know that a situation will prevent you from turning something in, contact me in advance of the deadline to make alternate arrangements.

If you wish to dispute your final course grade, you must do so before the end of the term following this one; otherwise documentation of your work may not be available.

Last Day to Drop the Class: Drop/Add is the first 6 class days of the semester. After that date, you must withdraw from the course, which will show on your transcript as a W.

Last Day to Withdraw: The deadline for withdrawing from a course with a W grade is the end of the 12th week of the semester. After that date, a grade will

be assigned based on the work that you have submitted.

"Incomplete" Grades: You may request an incomplete, or "I" grade, only in cases where exceptional conditions beyond your control, such as accidents, severe illness, family problems, etc., have kept you from completing the course. You *must* alert us to these circumstances as soon as possible--telling your instructor in Feburary that you were sick in January is not acceptable. If your request for an incomplete is granted, you must complete the work for the course within the time limits set by the instructor. The maximum time is two (2) academic terms. Unfinished "I" grades automatically become "F".

Incomplete grades are *not* given to students who have simply fallen behind in their work.

mycourses conference

In general, I will post announcements related to class in our class conference on the mycourses server, rather than sending mass e-mails. All lecture slides and assignments will also be linked from there.

academic integrity policy

It is important that you understand what consitutes academic dishonesty, and what the penalty associated with it is. Read this policy carefully. Please note, in particular, the definitions of cheating and collusion. There is a fine line between asking for a classmate's help in solving a technical problem, and using their work as your own. Don't cross it. Similarly, while it's fine to get ideas from web sites, you must credit your source. If you violate the academic dishonesty policy, you will fail the course. It's just not worth it.

course outline

- **Week 1**
    - *Watch:* Course Overview
    - *Lecture:* Brief History of Digital Photography
    - *Lecture:* How Digital Cameras Work
    - *Exercise:* Faux Lightning
    - *Shoot:* Work on shoot 1 which is due start of week 2 (Self Portrait)
- **Week 2**
    - ***Shoot 1 Due:***
        - Self Portrait
    - *Exercise:* Class Gallery System
    - Light & Lighting
- **Week 3**
    - ***Shoot 2 Due:***
        - Portraits
        - Copyright & Releases
            - DICE Model Release
            - DICE Property Release
    - White Balance & Color Correction
    - *Exercise: Composition*
    - *Exercise: Retouching*
    - Compositing: Instant Twins
- **Week 4**
    - ***Shoot 3 Due:***
        - Patterns and Textures
    - *Exercise: Seamless Patterns & Faux Denim*
    - *Demo: Layering Textures*
    - *Exercise: Faux Painting*
- **Week 5**
    - ***Shoot 4 Due:***

- - - Products
    - *Exercise: Automating Photoshop with Variables*
    - *Exercise: Faux Rendering*
- **Week 6**
  - ***Shoot 5 Due:***
    - Food
  - Viral Dress
  - *Exercise: Food on the Web*
- **Week 7**
  - ***Shoot 6 Due:***
    - Vehicle
  - *Exercise: Wet Reflection*
  - *Exercise: Painting Cars*
- **Week 8**
  - ***Shoot 7 Due:***
    - 'Model' Shoot
    - Fotoshop by Adobé
  - *Exercise: Faux Tattoo*
  - *Exercise: Faux Comic Book*

- **Week 9**
  - ***Shoot 8 Due:***
    - Landscape/Cityscape
  - Stitching Together Panoramas
  - Adjustment Layers
    - *Exercise: Faux Comic Book, cont.*
- **Week 10**
  - ***Shoot 9 Due:***
    - Urban Environment
  - Grunge it Up in Photoshop
  - HDR
- **Week 11**
  - ***Shoot 10 Due:***
    - Shoes/Sneakers/Feet
  - Lens Flare
  - Lens Hoods
- **Week 12**
  - ***Shoot 11 Due:***
    - Sunrise/Sunset
  - Saturation, Curves, and Vibrance
- **Week 13**
  - ***Shoot 12 Due:***
    - Reflections
  - Flash Photography
  - Bounce Cards & Diffusers
  - Camera Height & Angle
- **Week 14**
  - ***Shoot 13 Due:***
    - Athletics/Sports/Fitness
      or Portraits 2.0 for George
  - Anaglyphs & Other Stereo Techniques
    - How 3D Works
    - 3D Glasses Template
    - Dr. V's VR Experiments
    - anaglyph demo starter files
- **Week 15**
  - ***Shoot 14 Due:***

- - - Series that tells a story
    - Photos on the Web and Off
    - Ken Burns Effect
    - Photoshopless
  - **Week 16 (Final Exam Week)**
    - Show and Tell

online readings
- Annie Leibovitz on Getting the Shot�And the Future of Photography
- Canon Digital Learning Center
- DIY Lighting
- History Brush Tutorial
- How to Achieve Delectable Food Photography
- Pixlr Online Photo Editor
- Legal Aspects of Photography
- Panoramic Photography
- Genesee Center for the Arts & Education