

GC3400 Digital Imaging and eMedia

Department of Graphic Communications

Instructor: Mrs. Erica Walker, ebblack4@clermson.edu, 864-656-6349 - cell
Office (Tillman G-05) Hours: *Please always email to schedule a time*
Open Lab/ Help Session: Fridays 9AM–12PM

Title: GC 340 – Digital Imaging and eMedia

Credits: 4 (2,6)

Prerequisites: GC 1020 and GC 1040

Course description:

Centered around digital imaging, this course delves into the three pillars of digital graphic communications- photography, video, and web design. The photography segment concentrates on manual camera capture and control and studio lighting. The video segment employs the basic process of filmmaking— pre-production, production, and post-production. The web segment will introduce basic web design and development. The course also explores online marketing tools and social media. Coursework will include: commercial photography, digital asset management, web design, and video production.

Clemson Thinks²

This course is part of [Clemson University's Clemson Thinks²](#) seminar series, the university's Quality Enhancement Plan, which seeks to enhance the critical thinking skills of Clemson students through transformative learning experiences. It is designed to actively engage you in thinking critically about the issues discussed in class.

To assess your growth in critical thinking skills you will take the California Critical Thinking Skills Test (CCTST) at the beginning and end of the semester. Your scores on the CCTST will not have an effect on your class grade, but completion of both the pre- and post-test will be a factored in to your participation grade for that class period. Certain assignments will be used as CT² artifacts to demonstrate how you have become a better critical thinker.

Critical Thinking is highly in-demand by employers. Consider adding any CT² courses you complete to your resume or as a talking point during your next interview.

Defining Critical Thinking

Critical thinking is reasoned and reflective judgment applied to solving problems or making decisions about what to believe or what to do. Critical thinking gives reasoned consideration to defining and analyzing problems, identifying and evaluating options, inferring likely outcomes and probable consequences, and explaining the reasons, evidence, methods, and standards used in making those analyses, inferences, and evaluations. Critical thinking is skeptical without being cynical, evaluative without being judgmental, and purposefully focused on following reasons and evidence wherever they may lead.

-- Dr. Peter Facione from his book [Critical Thinking: What It Is and Why It Counts](#).

Course Objectives and Goals:

| Course Objectives | Learning Outcomes |
|---|---|
| Organizational strategies | <p>Develop appropriate strategies of Digital Asset Management</p> <p>Utilize course and personal tools to meet deadlines and accomplish both individual and group assignments</p> |
| Digital image capture and post-production techniques | <p>Manipulate photographs using manual control of DSLR camera settings</p> <p>Employ properties of design and composition principles in photography, videography, and web design</p> <p>Be able to articulate critical analysis of photographic work and be able to receive critiques of your own work</p> <p>Experiment with in-camera and post-production techniques to enhance and manipulate photographs</p> <p>Manipulate studio lighting to control the final look of a photograph</p> <p>Demonstrate an intermediate understanding of how to utilize and combine image organization, image enhancement, vector-based software, video & audio software, and layout software to complete projects (Including but not limited to Adobe Photoshop, Illustrator, InDesign, Bridge, Lightroom, Premiere, After Effects, etc.)</p> <p>Understand how color management and file compression play important roles in the workflow of photographers, videographers, and web developers</p> |
| Ethics of photography, videography, and web development | <p>Identify, defend, and discredit ethical issues that apply to photographers</p> <p>Demonstrate a working knowledge of copyright laws and ethical judgment governing the fair use of photographic, audio, and video content</p> <p>Assess the impact of CAN-SPAM and other laws on digital marketing plans</p> |
| Online marketing and communication | <p>Develop a professional social media presence and utilize multiple channels to communicate and share relevant industry developments</p> <p>Investigate the use of cross media in marketing campaigns</p> |
| Differentiate how various web markups and languages work together to create graphic and interactive web page elements | <p>Compose basic web languages and understand how to effectively implement them in the web environment</p> <p>Evaluate and correct common errors in basic web languages using developer tools to identify problems</p> |

Projects:

1. *Digital Asset Management (25)* – Using *Adobe* to implement a system to organize, understand metadata and data asset management.
2. *Introduction to Cameras and Image Capture (50)* – Compose shots in the studio to gain understanding of shutter speed, aperture, depth-of-field, bracketing, tone control and resolution.
3. *Photographic Composition (50)* – Compose and photograph examples of landscape, stop/pan action, selective focus, create a video for your lab reaction to this assignment, peer critiques are a requirement.
4. *Photojournalism (50)* – Compose and photograph shots using photojournalism, understanding diversity and ethical issues in photography, create podcasts for your lab reaction to this assignment.
5. *Studio Photography (50)* – Compose and photograph a model in the studio with controlled lighting and use Adobe Photoshop and/or Camera Raw to retouch.
6. *Product Photography (50)* – Compose and photograph different products with a light tent and controlled lighting. Create a 2-page catalogue spread using Photoshop for images, Illustrator for graphics, and InDesign for layout.
7. *Social Branding Assignment (50)* – Research people producing content online in a subject of interest from the Graphic Communications industries. Follow them on social media and retweet interesting articles mentioning @ClemsonGC so it appears up in our department feed.
8. *Video project (125)*– Plan, shoot, and edit short videos to be uploaded to our YouTube channel and eligible for winning a Godfrey Award based on popular peer voting.
9. *QR Code Scavenger Hunt (25)* – Develop a QR code scavenger hunt for other 340 students. Follow one to it's conclusion and submit your findings alongside questions pertaining to the use of QR codes.
10. *Intro to Web Basics (50)* – Learn the basics of HTML and CSS coding
11. *Interactive app (50)* – Create an interactive app using Digital Production Suite.
12. *Responsive Web Design (50)* – Create a mockup in Illustrator for a website as it would display on multiple screen sizes emphasizing the tools needs for responsive design and use.
13. *Web Authoring (100)*– Create a basic resume website using HTML and CSS.

Grading Policy:

The Grading policy for this class is as follows:

| | |
|--------------------------------------|--------------|
| Lab Assignments | 725 points |
| Class Participation & Attendance | 125 points |
| Mini-quizzes and lecture assignments | 40-60 points |
| Exam 1 | 100 points |
| Exam 2 | 100 points |

| | |
|------------|------------------|
| Final Exam | 100 points |
| TOTAL | 1190-1210 points |

This course uses a total points system. **There will be 1200-1250 possible points** (variance is dependent on GC activities that are offered during certain semesters). At the end of the course, the total number of points you have earned divided by the total number of points available this semester which will be used to calculate your grade (with a maximum grade of 100%.) There will be some opportunities for bonus points built into certain assignments.

The **attendance/participation grade** is based on both attendance (quantitative) and active participation (qualitative) in the course. While the quantitative piece of the participation grade is measured by the attendance sheet, the qualitative piece takes into account the student's overall performance and participation in the course. Being on time and making good use of lab time (aka not coming in late or leaving early regularly, asking for help when needed), actively engaging in lecture and lab by asking questions and staying on task, working well with others, overall consistent performance in the course, etc. will all be considered relevant to this portion of your final grade. **Although attendance is a factor, students should not assume that perfect attendance equates full credit for this grade.**

Exams:

Exam I (100 pts.) and Exam II (100 pts.) cover only the current information being presented **and** all concepts covered in the current lab projects. The final exam (100 pts.) is cumulative with a heavy emphasis on material presented since Exam II.

Exams include true/false, multiple choice, multiple answer, fill in the blank, matching, short answer, essay format, and are given on Blackboard. Exams will require, not just memorization of course content, but application questions. Questions will come from lectures and lab activities.

Students must come prepared with their laptops charged and Respondus Lockdown Browser installed on their computers.

https://www.clemson.edu/ccit/learning_tech/ccit_training/ott/respondus_ldb/

Submissions:

All assignments must be submitted properly named in the the requested file format and submitted to Blackboard for credit. A request from your instructor for a resubmission because the file is in the wrong format or won't open will come with a 10% penalty to the grade. ***Absolutely no assignments will be accepted via email.*** You must get your file compressed enough (see the compressing files PDF available in BB for helpful tips on compression) and submitted to Blackboard before the due date and time for full credit.

GRADES WILL NOT BE ROUNDED. What you have at the end of the semester will be your final grade; regardless of how close you are to the next grade bracket.

I am happy to discuss your grade with you up to one week after the grade is given. However, after this point, no alterations will be made. Thus, please DO NOT e-mail me the week of finals or when final grades are posted asking for a grade on a particular assignment to be increased.

The grading scale will follow at 10-point division:

A = 100%–90%

B = 89.99%–80%

C = 79.99%–70%

D = 69.99%–60%

F = 59.99% and below

Policy on Incomplete Class Work:

All work must be completed to receive a C or above in the course. Late projects will be graded based on a 10% loss of points *per day* that the work is not turned in. Work turned in over one week late will be evaluated, but will have no point value or receive detailed feedback.

There are no textbooks for this class. I will be providing materials via my blog and twitter account throughout the semester to introduce you to further reading and video materials related to our topics. You are expected to look over the online materials and read any announcements posted on Canvas or emails sent by the instructor.

Academic Integrity:

As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a "high seminary of learning." Fundamental to this vision is a mutual commitment to truthfulness, honor and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.

Throughout this course, you will be working alongside classmates on assignments and in the lab. Working together, when specified is encouraged, but you **MUST** turn in your own work for each assignment. Submitting another student's work as your own is considered cheating and will be dealt with according to the University's policies.

Lectures:

Some aspects of lecture for this class use hybrid and flipped techniques. There will be some lectures that you are required to read before class meetings in order to facilitate an activity or discussion during lecture time. There may be a quiz prior to the lecture on the materials provided. These instances will be announced in the class calendar.

Attendance Policy:

Students are expected to attend lecture and lab each day for which they are scheduled. Students are expected to wait for 15 minutes before leaving, should the instructor be running late to lecture or lab.

Specific technical demonstrations are scheduled at the beginning of lab on many days, and students are expected to be **on time each meeting**. A sign-in sheet will be used for attendance verification and will only be available during the first few minutes of lecture and lab. Being late will be recorded as an absence. It is your responsibility to sign in to lecture and lab each day.

Absences from laboratories and/or lectures will result in a **loss of 10 points from the attendance/participation grade for each unexcused absence**. Each student is allowed one unexcused absence in lecture and one in lab per semester- use your absence wisely! Only sickness with a note from a doctor or a documented family emergency presented to the teacher within 7 days of the absence count as an excused absence unless class/lab are officially canceled due to a University or department holiday or event.

Unexcused absences from lecture and lab more than 3 times may result in an automatic letter grade drop in the course. Excessive absences beyond 3 may result in the student being dropped from the course. In the event a student does not have enough Withdrawal (W) hours to be dropped from the course, the student will receive an "F" for the course.

Distributed Competencies

As stated in the General Education section of the University Undergraduate Announcements, each degree program is responsible for integrating a plan that addresses specific distributed competencies and their implementation into the departmental curriculum. These competencies include points of: Ethical Judgment; Information Technology; and Reasoning, Critical Thinking, and Problem Solving. While these competencies are addressed throughout every course within the GC curriculum. Minimum evidence of meeting these specified competencies will be indicated on each course syllabus, tied to the course requirements (project, report, etc.)

Students with Disabilities:

Appropriate accommodations will be made for students with disabilities that are documented by Disabilities Services. It is expected that students will follow the policies and procedures of Disabilities Services (<http://www.clemson.edu/sds/index.html>). Students must present a letter stating that the disability has been documented and requesting the specific accommodations during the first week of classes. Additionally, it is the responsibility of the student to give the professor one-week's notice prior to each instance where an accommodation will be needed.

The Clemson University Title IX (Sexual Harassment) Statement: Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated

by Title IX of the Education Amendments of 1972. This policy is located at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>.

Mr. Jerry Knighton is the Clemson University Title IX Coordinator. He also is the Director of Access and Equity. His office is located at 111 Holtzendorrf Hall, 864.656.3181 (voice) or 864.565.0899 (TDD).

Honors Requirements:

In addition to the requirements in GC 3400, GC 3400H enrollees will complete the following assignments. Please discuss your interests and project ideas with your instructor by the middle of the semester.

- The student will design and print an infographic poster on a topic relating to photography, video, or web design. Topic must be approved in advance with the instructor. The infographic should present information covered in 3400 in a digestible, visual way. The infographic poster will be printed and displayed in our lab to help future 3400 students with concepts relating to the course.

~OR~

- The student will develop and complete a Learning Activity Packet with accompanying video as approved by the instructor. This can be how-to instructions for a task, or a standard operating procedure for the set-up or use of a piece of equipment.

~OR~

- The student will research a new trend in eMedia by one of the following:
 - participation in one of more seminars, workshops, trade shows, conferences pertaining to the topic
 - individual field trips to at least one industry site
 - gathering of literature and other resource materials

The materials and information will be gathered and presented using an approved eMedia. A summary of the activities and visits should be included along with a brief reaction to the trend and its impact on the industry and society as a whole. This will be published to the University website upon approval of the instructor and the chair.

Laboratory Honors Requirement

The student will complete one additional laboratory requirement involving eMedia, photography, or electronic imaging/publication to be contracted on an individual basis.