

## GC3400 Digital Imaging and eMedia

### Department of Graphic Communications

Instructor: Dr. Erica Walker, [ebblack4@clemson.edu](mailto:ebblack4@clemson.edu), [@ebwalker101](https://twitter.com/ebwalker101)  
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 Thinks<sup>2</sup>

This course is part of [Clemson University's Clemson Thinks<sup>2</sup>](#), 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 factored in to your participation grade for that class period. Certain assignments will be used as CT<sup>2</sup> artifacts to demonstrate how you have become a better critical thinker.

Critical Thinking is highly in-demand by employers. Consider adding any CT<sup>2</sup> 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 &amp; 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:

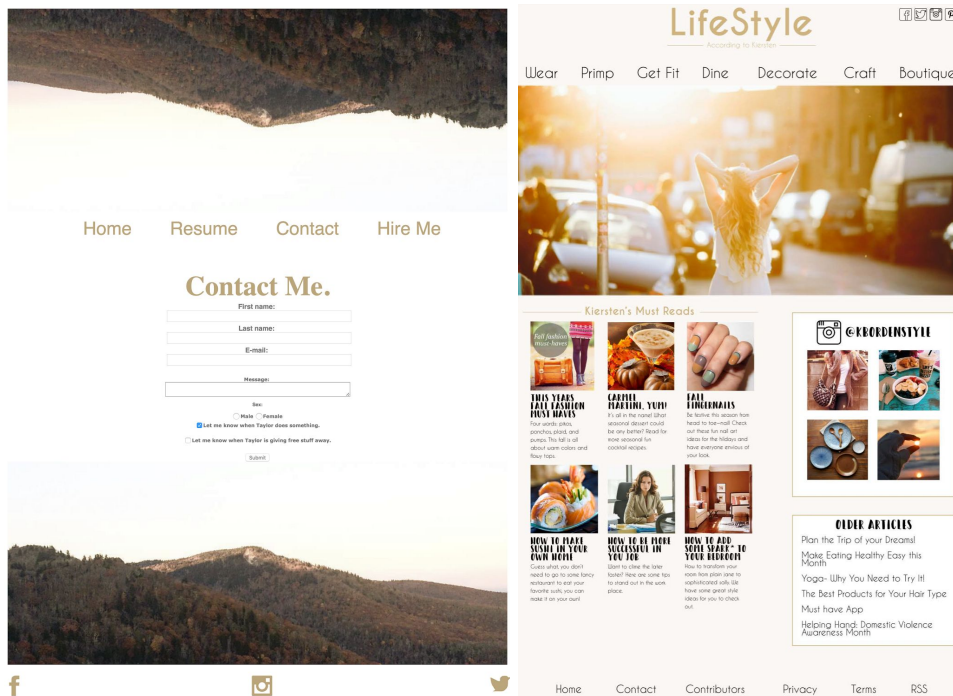
**Photography Labs (15%):** eg. Digital Asset Management, Intro to Cameras, Photo Composition, Photojournalism, Studio Portraits, Product Photography



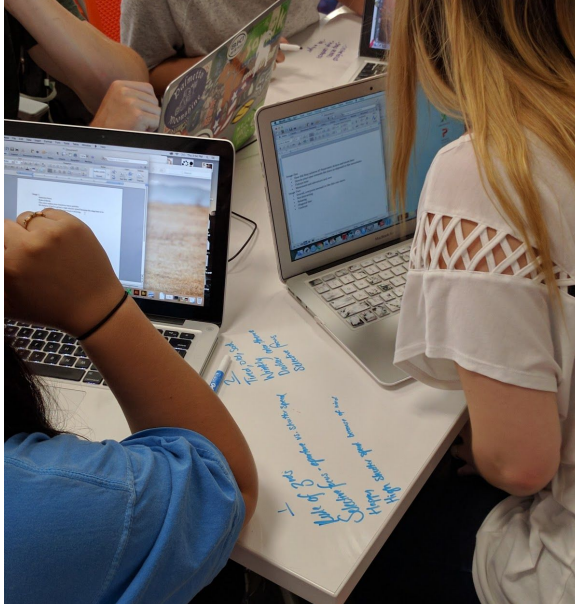
**Videography Labs (15%):** eg. Pre-production, Video Assignment, Peer & Self Evaluation, Godfrey's Screening



**Web Labs (15%):** eg. Intro to Web Basics, Responsive Web Design, Web Resume Build



**Additional Lab Assignments, Lecture Assignments, & Quizzes (15%):** eg. Social Branding Assignment, QR Code Scavenger Hunt, Learn & Explore



Clue 1  
 Handed to professor  
 Hey SUNSHINE! We can't wait to PROJECT you through this scavenger hunt, starting in GC 3400's home base.

Clue 2  
 Hidden in Sunshine Portrait Studio (on projector)  
 Throwback to GC 2070...unless you are currently in it's in that case, good luck because it SUCKS and so does this machine. Hope this BRIGHTENS up your day a little!

Clue 3  
 Hidden in the exposure machine  
 You are on the right FLOOR, now move closer to the front door. Watch your STEP sometimes it gets SHAKEY...but, you should be safe down BELOW it.

Clue 4  
 Hidden under front staircase (first floor)  
 SHOOT, look how far you have come, lets take this outside. You are practically BARRELLing through this! Don't forget to take a picture!

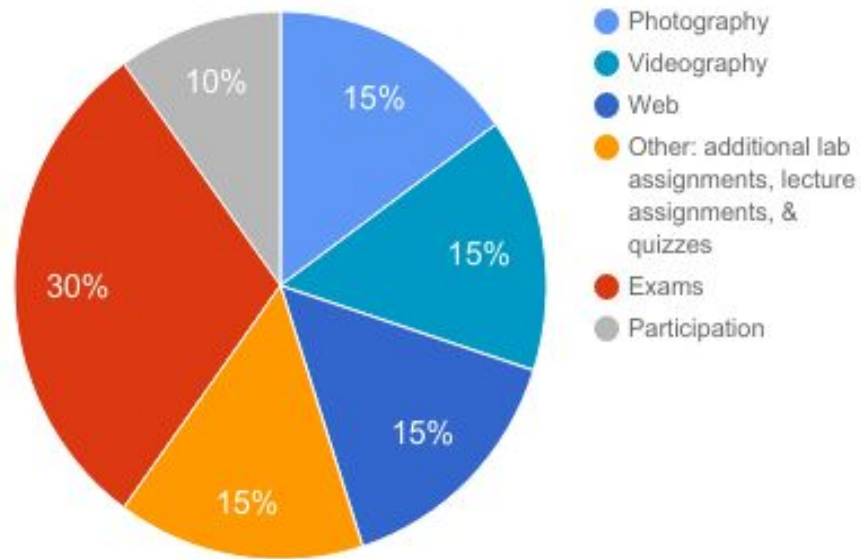
(Sarah Airing and Sabrina Wassinger)  
 Photo of ending location for scavenger hunt we made!!!

(Rachel Stopper and Jenna Bodenhausen)  
 Photo of ending location for scavenger hunt we went on!!!

**Grading Policy:**

The Grading breakdown for this class is as follows:

**GC3400 Grading Breakdown**



There will be some opportunities for bonus points built into certain assignments.

*Quizzes are not available for make-up after the due date.* Canvas makes the correct answers available after the due date, so it wouldn't be fair to let anyone take it after that point. Be sure you watch the calendar for due dates! Time management is your responsibility.

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, do not assume that perfect attendance equates full credit for this grade.**

### Exams:

Exam I and Exam II cover only the current information being presented **and** all concepts covered in the current lab projects. The final exam 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 Canvas. 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/](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 Canvas 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 Canvas for helpful tips on compression) and submitted to Canvas before the due date and time for full credit. Test your file and make sure it uploads to Canvas successfully and looks like your best work after submitting.

You are expected to have a working and charged computer throughout this semester. I realize that computers and hard drives fail, so backup your work in the cloud using Dropbox, Box, Udrive, or another similar service in case your computer crashes during the semester. That way you can still keep up with your assignments using a loaner or lab computer. Because of cloud options, a ***computer failure is not a valid excuse for late submission of assignments.***

The little details matter, proof your work! Watch for spelling, punctuation, spacing, fonts, borders, consistency, stretched, or squished images. Don't allow sloppy mistakes to detract from your hard work (and your grade!) on an assignment.

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 email 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 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 Holtzendorff 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 an additional assignment plus a reusable tutorial. The assignment should provide an opportunity to deep dive into one of the course topics that interests you. The materials and information will be gathered and presented using an approved method such as video, printed infographic, webpage, etc.

An example might be to develop an additional web page that meets certain parameters (try out a newly updated CSS feature or create something in canvas) and provide a visual tutorial on how you used a new text editor to create it OR create a video for an organization or cause you care deeply about and provide a video tutorial on the tools you used in After Effects to create the title sequence. The possibilities are limited only by your level of interest in the topic.

Discuss your interests and project ideas with your instructor by the middle of the semester and document your plan with a follow up email to your instructor before the last month of classes.

A summary of your honors project should be included along with a brief reaction and its impact on the industry and society as a whole. Also include at least one photo for the article. This will be published to the University website upon approval of the instructor and the chair.