

GC3400 Digital Imaging and eMedia

Department of Graphic Communications

Instructor: Dr. Erica Walker, eblack4@clermson.edu, [@ebwalker101](https://twitter.com/ebwalker101)

Office Hours: *Please email to schedule a time*

Open Lab/ Help Session: Fridays 9AM–12PM

Title: GC 3400 – Digital Imaging and eMedia

Credits: 4 (2,6)

Prerequisites: GC 1020 and GC 1040

Corequisites: GC 3401 (Lab)

Course description:

This course introduces areas of digital graphic communications including photography, video, and web design. The photography segment builds a foundation of technical skills through manual capture and studio lighting. Then students explore the process of video storytelling. The web segment introduces coding and responsive design concepts.

Course policies quick reference guide:

1. **Course Tools:** You are expected to have access to a digital camera, a laptop, and software necessary to complete assignments. Backup your work in the cloud using Dropbox, Box, or another similar service. Check email, twitter, & Canvas announcements for communication.
2. **Late Assignments:** -10% per day for late submissions. No credit for assignments submitted seven days or more late.
3. **Resubmissions:** If you are asked to re-submit a file, you will lose points (-10%) on the grade for that project. Make sure your file uploads to Canvas successfully and that it looks like your best work after submitting.
4. **Quizzes** are not available for make-up after the due date and will receive a 0.
5. **Completing assignments:** To finish the course with a C or above EVERY assignment must be turned in order to demonstrate competency in each course objective.
6. **Attendance:** It is your responsibility to remember to sign in at the beginning of lecture/lab to receive credit for attendance. Each unexcused absence results in a loss of 10 points from the attendance/ participation grade
7. **Professionalism** matters. You will lose points on your attendance/participation grade if you are disrespectful to classmates, TAs, or the instructor.
8. **Proof your work**, the little details matter! Watch for spelling, punctuation, spacing, fonts, borders, consistency, stretched, or squished images.
9. **Grade objections:** Any objection with grades must first be detailed in writing via email *within 24 hours* of the grade posting and followed up with a 30-minute meeting with the instructor.
10. **Final grades** are non-negotiable and *will not be rounded*.

Course objectives:

During Digital Imaging (GC3400), you will...

1. Employ appropriate strategies for digital asset management
2. Develop a working knowledge of digital image capture and studio lighting
3. Discuss the impacts of ethics and copyright in digital imaging
4. Demonstrate the ability to tell a compelling story through video
5. Plan, capture, and edit all the elements needed to create a short-format video
6. Apply the design concepts necessary for device-agnostic websites
7. Demonstrate an understanding of front-end languages, hosting, and troubleshooting tools

Assignments:

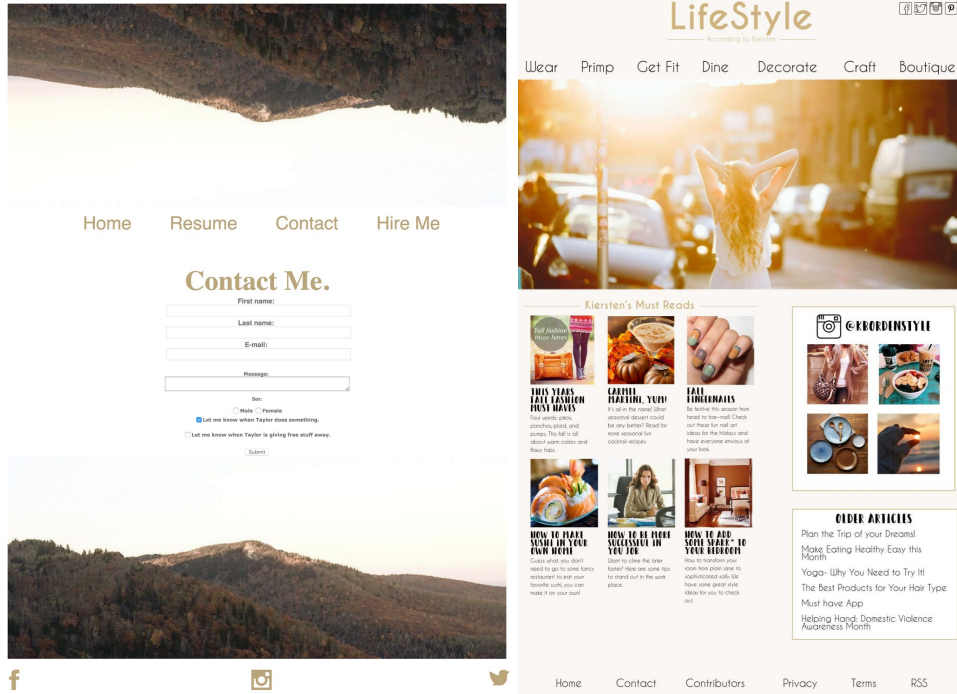
Photography Labs (15%): eg. Digital Asset Management, Intro to Cameras, Photo Composition, Photojournalism, Studio Portraits, Product Photography



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



Additional Lab Assignments, Lecture Assignments, & Quizzes (15%): eg. Social Branding Assnment, 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- 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 SHAKY... 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!

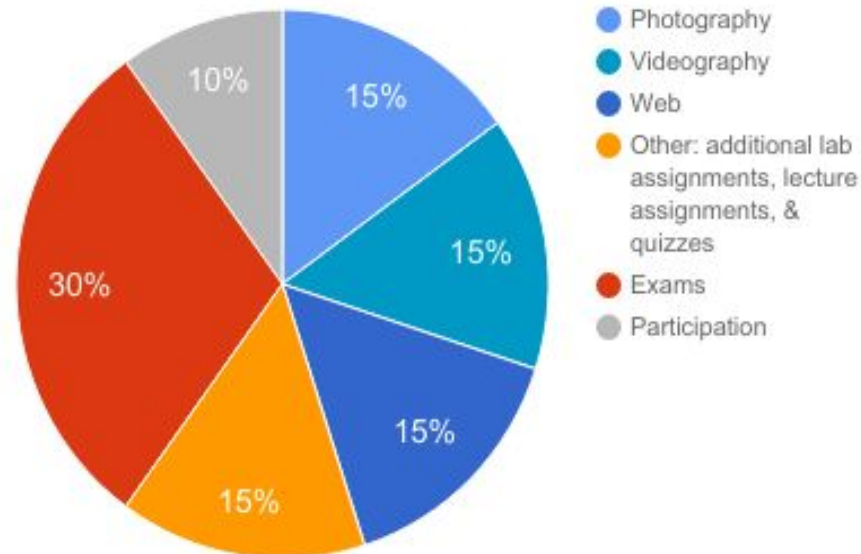
(Sarah Airing and Sabrina Wassinger)
Photo of ending location for scavenger hunt we made!!!

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

Grading breakdown:

The Grading breakdown for this class is as follows:

GC3400 Grading Breakdown



Grading:

FINAL 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.

Any objection with grades must first be explained in writing with specific references to the material in question within 24 hours of getting your grade and followed up with a 30-minute meeting with the instructor. Submitting a written objection and/or following up with a meeting does not guarantee a grade change, however it will allow for an opportunity to discuss the grade in more detail.

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

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.**

Professional Behavior: The instructor reserves the right to deduct any number of points for any unprofessional behavior (such as: being late to class, using technology for unrelated purposes, or being disrespectful towards the instructor or fellow students). Maintaining a safe and respectful class environment is a priority in this course.

There will be some opportunities for bonus points built into certain assignments or offered throughout the semester. There **will not** be additional bonus assignments added at the end of the semester upon request.

Course materials & class communication:

There are no textbooks for this class. I will be providing materials via my twitter account (@ebwalker101) 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.

Have a working and charged computer throughout this semester in both lecture and lab. 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.**

Submissions:

All assignments must be submitted properly named in the requested file format 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% deduction to the assignment grade. To avoid late deductions, compress files (see the compressing files PDF available in Canvas for helpful tips on compression) and submit to Canvas before the due date and time for full credit. Test your file on Canvas after submitting to make ensure it uploaded successfully and looks like your best work.

Absolutely no assignments will be accepted via email.

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.

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/

If an exam is missed but no arrangements are made via email with the instructor prior to the exam date, there **will not** be a makeup exam and the grade will stand at a 0.

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.

Lecture format:

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 will instances will be announced in the class calendar.

Attendance policy:

You are expected to attend lecture and lab each day for which they are scheduled. You 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 emailed to the teacher within 5 business 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.

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.

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 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.

It is the honors students responsibility to line up a meeting with the instructor by the middle point of the semester to determine the additional projects required for honors credit.

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.