

GC3400 Digital Imaging

Course info:

Term: Fall 2021: August 18—December 10, 2021

Modality: Lecture: Flipped; Lab: Synchronous, In-person

Credits: 4 (2,6)

Prerequisites: GC 1020 and GC 1040

Corequisites: GC 3401 (Lab)

Meeting times:

- Lecture TT 2—2:50pm
- Lab MW 11:15—2pm or TT 11—1:45
- Open lab Friday 9—12PM

Instructor: Dr. Erica Walker, [ebwalker101](mailto:ebwalker101@clermson.edu), Office Hours: Godfrey 200, Please email to schedule a time

Description: This course introduces areas of digital imaging within graphic communications, including photography and video. The photography segment builds a foundation of technical skills through manual capture and studio lighting. Students then explore the process of video storytelling. Throughout the course, students create individual and group projects. Includes Honors sections. Preq: GC 1020 and GC 1040. Coreq: GC 3401.

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 & Canvas announcements for course communication.
2. **Late Assignments:** -10% per day for late submissions. No credit for assignments submitted seven days or more late. Please contact the instructor directly as soon as possible to discuss medical extensions.
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 open the link in Canvas to check 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 major lab assignment must be turned in order to demonstrate competency in each course objective.
6. **Engagement:** It is your responsibility to attend and actively participate in this course, attendance may be taken for lecture and lab meetings.
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 are important! Watch for spelling, punctuation, spacing, fonts, borders, consistency, stretched, or squished images. Aim to create portfolio-worthy products.
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 scheduled 30-minute meeting with the instructor.
10. **Final grades** are non-negotiable and *will not be rounded*.

Course objectives:

After completing this course (GC3400), you will be able to...

1. Employ appropriate strategies for digital asset management
2. Develop a working knowledge of digital image capture
3. Apply lighting to products and people
4. Discuss the impacts of ethics and copyright in digital imaging
5. Demonstrate the ability to tell a compelling story through video
6. Plan, capture, and edit all the elements needed to create a short-format video

Software & tools needed to succeed in this course (all the software programs are provided free, at additional no cost):

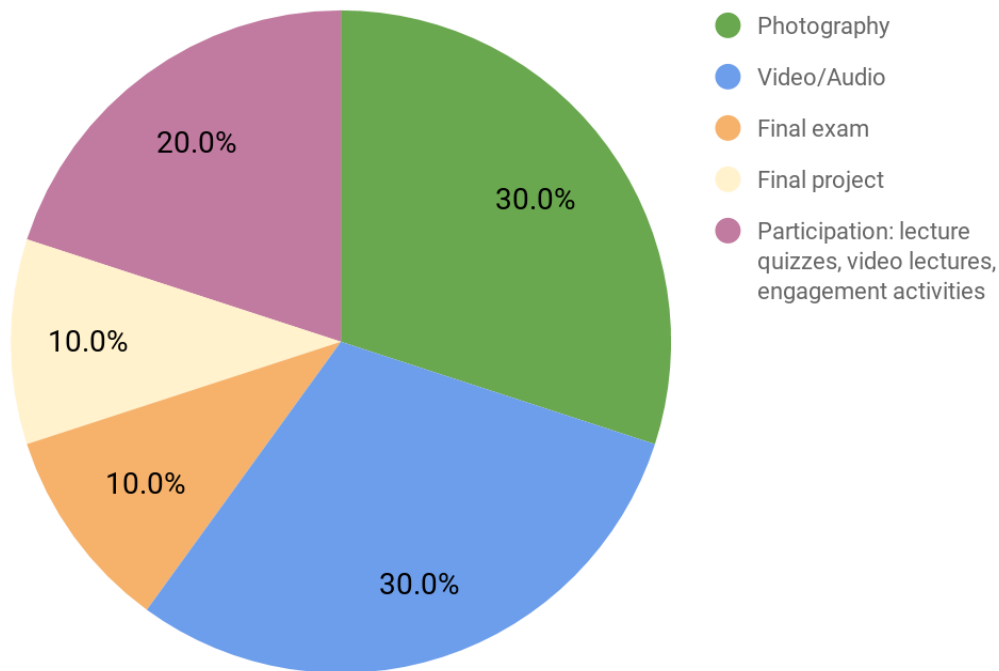
- Reliable wifi
- A recent-model Mac or PC computer with enough computing power and space to run:
 - Adobe Lightroom Classic
 - Adobe Photoshop
 - Adobe Acrobat Pro
 - Adobe Premiere
 - Adobe After Effects
 - Adobe Media Encoder
 - Adobe Dimension
 - Adobe Spark
 - Set.a.light 3D trial (do not download until we start this assignment)
 - Zoom
 - Padlet
 - Twitter (I recommend using Tweetdeck as a browser plugin)
 - YouTube (your g.clemson email may mess up logging into Youtube with a gmail account. If it does, try using an incognito window or a different browser that is not logged into your Clemson account)
 - LinkedIn Learning
 - Cloud storage (eg. Box, Drive, Dropbox)



Assignments:

- **Photography Labs (30%):** eg. Digital Asset Management, Break Your Camera [Settings], Photojournalism, Lighting, Camera-less Product Photography
- **Videography Labs (30%):** eg. Getting Started in PR, Getting started in AE, Editing Remix, Opening Credit Rebuild
- **Engagement Assignments, Lecture Assignments, Quizzes (20%):** eg. Video Lectures, Lecture Quizzes, Ethics Activity, Evaluating Images Activity
- **Final Exam (10%)**
- **Final Project (10%)**

Grading breakdown:



Grading Policies:

- A = 100%–90%
- B = 89.99%–80%
- C = 79.99%–70%
- D = 69.99%–60%
- F = 59.99% and below

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.

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 even by request.

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 **Participation grade** is based on completion of aspects of the course that show your engagement with the material such as: lecture quizzes, video lectures, engagement activities. There are 35+ 10-point assignments that go into this part of your grade. Yes, that is a lot. But remember that this includes all your lectures (graded as lecture quizzes and video lectures questionnaires) which normally occur twice a week and lab engagement activities which provide valuable interaction with your instructors and classmates and feedback on your assignments as you work through initial drafts. Missing one or two of these won't have a huge impact on your final grade, but remember that staying engaged with the material is really important to your success in GC3400. Points earned on all of these assignments will add up to 20% of your final grade in this course.

Absences: The Notification of Absence module in Canvas allows you to quickly notify instructors (via an email) of an absence from class and provides for the following categories: court attendance, death of immediate family member, illness, illness of family member, injury, military duty, religious observance, scheduled surgery, university function, unscheduled hospitalization, other anticipated absence, or other unanticipated absence. The notification form requires a brief explanation, dates and times. Based on the dates and times indicated, instructors are automatically selected, but you may decide which instructors will receive the notification. This does not serve as an "excuse" from class. It is a request for an excused absence and you are encouraged to discuss the absence with instructors, as the instructor is the only person who can excuse an absence. If you are unable to report the absence by computer, you may reach the Office of Advocacy and Success via 864.656.0935.

Inclement weather or emergency: Any exam that was scheduled at the time of a class cancellation due to inclement weather will be given at the next class meeting unless you are contacted by the instructor through Canvas announcements. Any assignments due at the time of a class cancellation will still be due unless contacted by the instructor.

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 sent by the instructor.

Have a working and charged computer throughout this semester. 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:

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.

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 them to Canvas before the due date and time for full credit. Test your file on Canvas after submitting to make sure 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:

There is only one exam in this course and several small quizzes throughout the semester. The final exam will be cumulative with a heavy focus on your understanding of lab assignments and industry terminology.

The exam includes true/false, multiple choice, multiple answer, fill in the blank, matching, short answer, essay format, and are given on Canvas. The final exam will require that you not just memorize course content, but answer application questions. Questions will come from lectures and lab activities.

If the 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.

Lecture format:

Lecture for this course includes flipped, synchronous, and pre-recorded asynchronous elements. The pre-recorded, “watch at your own pace” lectures are due within the week assigned, at noon on Fridays. Some lectures will require you to review materials before in-class meetings in order to facilitate an activity or discussion with classmates during the assigned week. Other lectures may include a slidedeck followed by a quiz. The format will be announced in the Canvas modules/calendar.

Attendance policy:

GC3400 uses a combination of asynchronous and in-person, synchronous elements. This course is made to be flexible within the requirements and deadlines, but attendance and engagement is an important element of success in learning the material and completing the assignments. Some labs include technical demonstrations or tours that start at the beginning of the lab and you are expected to be on time for credit.

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. Submitting other people's work from inside or outside of our class that is found online or elsewhere is also considered cheating.

All work submitted for this class MUST be created during and solely for this class. For example, work created for clients or employers, work created for other courses current or previous, etc. can not be submitted to fulfill the assignments in this course.

Students with disabilities:

Clemson University values the diversity of our student body as a strength and a critical component of our dynamic community. Students with disabilities or temporary injuries/conditions may require accommodations due to barriers in the structure of facilities, course design, technology used for curricular purposes, or other campus resources. Students who experience a barrier to full access to a class should let the professor know, and make an appointment to meet with a staff member in Student Accessibility Services as soon as possible. You can make an appointment by calling 864-656-6848 or by emailing studentaccess@lists.clemson.edu. Students who receive Academic Access Letters are strongly encouraged to request, obtain and present these to their professors as early in the semester as possible so that accommodations can be made in a timely manner. It is the student's responsibility to follow this process each semester. You can access further information here: <http://www.clemson.edu/campus-life/campus-services/sds/>

The Clemson University Title IX (Sexual Harassment) Statement:

Title IX Policy: 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.

The University is committed to combatting sexual harassment and sexual violence. As a result, you should know that University faculty and staff members who work directly with students are required to report any instances of sexual harassment and sexual violence, to the University's Title IX Coordinator. What this means is that as your professor, I am required to report any

incidents of sexual harassment, sexual violence or misconduct, stalking, domestic and/or relationship violence that are directly reported to me, or of which I am somehow made aware.

There are two important exceptions to this requirement about which you should be aware:

- Confidential Resources and facilitators of sexual awareness programs such as "Take Back the Night and Aspire to be Well" when acting in those capacities, are not required to report incidents of sexual discrimination.
- Another important exception to the reporting requirement exists for academic work. Disclosures about sexual harassment, sexual violence, stalking, domestic and/or relationship violence that are shared as part of an academic project, a research project, classroom discussion, or course assignment, are not required to be disclosed to the University's Title IX Coordinator.

This policy is located at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>. Ms. Alesia Smith is the Executive Director for Equity Compliance and the Title IX Coordinator. Her office is located at 223 Holtzendorff Hall, phone number is 864.656.3181, and email address is alesias@clemson.edu.

Copyright Statement

Materials in courses should be considered to be copyrighted. They are intended for use only by students registered and enrolled in a particular course and only for instructional activities associated with and for the duration of the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the Teach Act. Students must seek permission from instructors to record any class activity, including lectures, discussions, and presentations. Students should be reminded to refer to the Use of Copyrighted Materials and "Fair Use Guidelines" policy on the Clemson University website for additional information at <https://clemson.libguides.com/copyright>.

Honors requirements:

In addition to the requirements in GC 3400, GC 3400H enrollees will complete an additional project plus a reusable tutorial. The project 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, tutorial, landing page, etc.

An example might be to develop an additional assignment that meets certain parameters (a challenging product shoot and 3D created product) and provide a visual tutorial on how you accomplished the end products 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.

A written 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 department chair.

Steps:

1. Consider your interests within the topics of this course and determine a subject area you'd like to explore more deeply and at least one idea for a project.
2. Discuss your interests and project ideas with your instructor **by the middle of the semester.**
3. Document your plan and due dates with a follow up email to your instructor **before the last month of classes.**
4. Complete the project and written summary and submit it via email by the morning of the Final Exam.

According to the Honors College Handbook, not completing the requirements of the Honors project or not completing it satisfactorily will result in a drop in your final grade by one letter grade at the discretion of the instructor.