

Photo Imaging (COMM 226)

Fall 2007

Instructor: Tatyana Dumova, Ph.D.
Course info: # 16721; Mon 12 – 1:50 pm & W 1 – 1:50 pm; O’Kelly Rm 221
Office hours: Mon 2 – 3 pm; Tue 3:30 – 4:30 pm; W 5 – 6 pm
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Course Overview & Objectives

This course introduces students to the theory and practice of photo image processing. It covers digital scanning, shooting, storing, and outputting of photo images for professional use. Emphasis is placed on photo image adjustment, enhancement, and publishing. By taking this course, the students will (a) improve their understanding of the process of communication using visual images, (b) obtain technical proficiency in the use of Adobe Photoshop CS3 for image processing, and (c) produce a series of portfolio-ready photo imaging artifacts.

Course Goals

This course addresses the following School of Communication Goals for Student Learning:

TECHNOLOGY

- To use communication technologies ethically in conventional, as well as imaginative ways (Technology, goal 12)
- To understand various kinds of messages, stories, images, and texts and how and why they are constructed (Information, goal 6)
- To research and create socially responsible oral, written, and visual communication (Information, goal 8)

Required Textbook

- Smith, Jennifer, & AGI Creative Team. *Dynamic Learning: Photoshop CS3*. (2007). Cambridge, MA: O’Reilly. (DVD included for Windows and Mac OS)

Design Imaging Lab

The computer laboratory in 221 O’Kelly Hall is open Monday through Friday, 8 am - 4:30 pm. In the lab, students have access to Macintosh computers equipped with industry-standard image editing software, flatbed scanners, digital still cameras, and a color printer. Students have to provide their own printer paper. Other classes utilize the lab; therefore, check the schedule for times.

Methods of Evaluation

Two Exams (midterm and final, 15% each)	30%
Photo Imaging Exercises (in class)	20%
Landscape	10%
Perspective	10%
Portrait	10%
Silhouette	10%
Reflection	<u>10%</u>
	100%



Methods of Instruction

Methods of instruction include but are not limited to technology demonstrations, in-class photo imaging exercises, individual and group assignments, class discussions, as well as the use of web-based course management system. In this class, all assignments should be submitted electronically.

Expectations and Policies

Grading Policy: The following grading scale will be applied:

A: 90–100 % B: 80– 89 % C: 70– 79 % D: 60– 69 %

Academic Integrity: All students are subject to the UND Code of Student Life, including but not limited to, issues of Scholastic Dishonesty. More information can be found at <http://sos.und.edu/csl>.

Deadlines: All projects must be submitted on time. For each day an assignment is late two percent of the grade will be deducted. In-class assignments will be submitted at the end of each class period and cannot be made up. Medical or family emergency can be taken into account for missed exams.

Grievance Policy: The School of Communication Studies follows the Academic Grievance Procedures of the College of Arts and Sciences. The procedures are posted online on the UND College of Arts and Sciences Forms web page at: <http://www.und.edu/dept/artsci/forms.html>.

Media Storage: Students are responsible for keeping backups of all projects.

Disability Accommodations: If you have a disability, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. To request disability accommodations; please make an appointment to see the instructor. All students will be accommodated to meet their needs. For more information and assistance, please call Disability Services at (701) 777-3245.

Cultural Diversity: The School of Communication is committed to bringing the richness of cultural diversity to all students. Through active engagement, the School of Communication endeavors to provide multi-cultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity.

Senior Portfolio Information: All School of Communication students are required to prepare a Senior Portfolio reflecting their work as students of the School. The portfolio must contain an up-to-date résumé, several examples of scholarly writing and other items, such as digital imaging, photography, video, public relations or advertising work, or any other communication-related artifacts that the student has produced. Be sure to save your projects from this class so they could be included in the portfolio. You will be required to provide at least one piece of work that corresponds to each of the School of Communication majors' 12 Goals for Student Learning. Each course in the curriculum contributes to some of these goals, depending on whether the course is linked with the theme of community, information, or technology.

School of Communication Listserv: All SComm major and pre-major students are expected to subscribe to the School of Communication listserv (SComminfo). In order to subscribe, send an e-mail message from your own account to: listserv@listserv.nodak.edu

Subject: leave the subject line blank

Message: subscribe UND–scomminfo yourfirstname yourlastname

Course Schedule (subject to change):

Monday 12 pm – 1:50 pm	Wednesday 1 pm – 1:50 pm
	Aug 22 Welcome to the digital darkroom
Aug 27 Adobe Photoshop workspace Reading: ch. 3	Aug 29 Print production file formats Reading: ch. 5
Sep 3 Labor Day Holiday, no class	Sep 5 Understanding Adobe Bridge Reading: ch. 4
Sep 10 Making selections Reading: ch. 7	Sep 12 First Assignment due: Landscape
Sep 17 Cropping and framing Reading: ch. 6	Sep 19 Photo imaging exercises Reading: ch. 6
Sep 24 Photo retouching Photoshop review: ch. 3-7	Sep 26 Second Assignment due: Perspective
Oct 1 Photo enhancement Reading: ch. 8	Oct 3 Color management, ch. 8 Color correction exercises
Oct 8 Photo adjustments	Oct 10 Midterm Examination
Oct 15 Layering techniques Reading: ch. 9	Oct 17 Using smart objects Reading: ch. 11
Oct 22 Red eye reduction exercise	Oct 24 Third Assignment due: Portrait
Oct 29 Advanced layering techniques, ch. 10 Photoshop review: ch. 8-10	Oct 31 Using smart filters Reading: ch. 2
Nov 5 Using layer masks Reading: ch. 2	Nov 7 Fourth Assignment due: Silhouette
Nov 12 Veterans Day Holiday, no class	Nov 14 Filtering techniques Reading: ch. 12
Nov 19 Creating images for web and video Reading: ch. 13	Nov 21 Fifth Assignment due: Reflection
Nov 26 Photoshop review Reading: ch. 1-13	Nov 28 Outputting photos Reading: ch. 13
Dec 3 Progress review	Dec 5 Work on Final Projects
	Dec 12 1 pm – Final Examination

Further Reading

- Eismann, Katrin & Palmer, Wayne. (2006). *Adobe Photoshop Restoration & Retouching*. New Riders Press.
- Gale, Mark & Horvat, Les. (2005). *Digital Imaging: Essential Skills*. Focal Press.
- Perkins, Michelle. (2005). *The Practical Guide to Digital Imaging: Mastering the Terms, Technologies, and Techniques*. Amherst Media.