

**CMM 307 - Communications Photography**  
**Office Hrs: T, Th 10:15-11:15 AM, 2:30-3:45**  
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**Instructor: David Moore**  
**Office: SC138**  
**Home phone: 476-0847**

### **COURSE DESCRIPTION:**

Communications Photography is an introductory level course in photography as a communications medium. The course includes lectures, demonstrations, visual presentations, and group critiques. Material covered includes: the digital camera and its components, digital printing techniques, studio lighting, and electronic flash. Assignments will be geared towards developing students' awareness of photography as a medium of mass communication.

### **COURSE REQUIREMENTS:**

**1. Attendance** is required. Students more than 15 mins. late for class will be considered absent.

More than three unexcused absence will result in a lowering of the final grade. More than 5 unexcused absences will result in a 0 for the class participation and attendance part of the final grade. If you are sick and want the absence excused, I will need a doctor's note.

Consistent lateness or leaving class early will also adversely affect grades.

**2. Class participation** is considered an important part of the course and is strongly encouraged

**3. Shooting assignments** are usually due every two weeks.

- failure to complete an assignment on time will result in a lowering of the grade for that assignment; specifically, one letter grade per week;
- assignments not completed at the beginning of class cannot be accepted
- any assignment handed in more than 3 weeks late will receive a 0.
- incomplete assignments, (i.e., insufficient prints or contact prints), cannot be accepted.
- if you want to drop off a late assignment when I am not there, do not have a friend do this b/c you are responsible for that assignment getting to me
- assignments are graded on the basis of technical execution, fulfillment of the specific assignment, and creativity of approach
- **Note:** if you are absent the day an assignment is given and want to see the demo visuals for that assignment, you can log on and locate your **Shared Redwood folder**; **then go to Course Info > Moore folder > CMM 307 > Assg 1 (or any other assgmt)**

**4. Resubmit policy:** If you want to improve their grade on a given assignment:

- you may re shoot and/or re print that assignment, (in part or in full) and resubmit it at any time up to the last day of class.
- late assignments (or late contact prints) cannot be resubmitted
- you can resubmit a maximum of 2 assignments
- you cannot resubmit the same assignment more than once
- please hand in all the old prints, the contact prints, and new prints when resubmitting
  - label which prints are resubmits, with an 'R' on the back
- resubmits of on line assignments will be discussed later in the semester

**5. A quiz, a midterm, and a final exam** will be given. There will be no make up tests, except for serious personal illness.

**GRADING:**

Class participation and attendance	15%
Shooting assignments	60%
Quiz	5%
Midterm exam	10%
Final exam	10%

**SPECIAL NEEDS:**

In coordination with the Academic Support Center, reasonable accommodations are provided for qualified students with disabilities. Please register at the ASC office for disability verification. After receiving your accommodation form from the ASC, you will need to make an appointment with me to review the form and discuss your needs. This should be done within the first week of class.

**REQUIRED SUPPLIES:**

**1. digital camera:** can be a compact digital camera, a hybrid digital camera, (interchangeable lens compact, or superzoom), or a digital SLR camera

- note: if you have an **ultra** compact camera, one with few options, I strongly encourage you to upgrade to one with more options
- you will have the opportunity to sign out a school digital SLR later in the semester

**2. USB flash drive** – to transport image files to and from the school computers

- all brands should be compatible with school Macs
- occasionally, there are problems with the school PC's

**3. inkjet photo paper:** you will receive a 50 sheet box of HP Advanced photo paper - cost: \$18.

- you are required to use this paper with the school printers because you will get a strong color cast if you use any other paper
- this is your only expense beyond your lab fee
- your lab fee pays for ink (which is very expensive)

- Note: I *may* buy back paper at the end of the semester, if you have a surplus, assuming paper is in good condition

## **CLASS SCHEDULE:**

### **Week one:**

T 1/25

Course intro: review syllabus

Intro to camera types, overview of camera controls

**Bring cameras to class on Thurs. and until further notice**

Homework: look over your camera and manual

Th 1/27

Give Assg. 1 and show visuals: *Viewpoint and Framing* - due 2/10

Lecture: camera controls, care of camera

see students with camera issues

### **Week two:**

T 2/1

Discuss progress on Assg. 1

Review camera controls

Intro to digital lab – in classroom

Demo: uploading files into Photoshop, flash drive to Shared Redwood

Basic editing in Photoshop: converting to Grayscale, tonal adjustments, cropping, basic selections

Set supervised digital lab schedule

Th 2/3

Digital lab demo: printing, contact printing in Photoshop

Students try basic editing, contact printing, and printing in SC116

### **Week three:**

T 2/8

Assg 2 given: *Motion* – due 2/22

Demo: using Macs and PC's in SC 210

Th 2/10      **Assg 1 due** – group critique  
Review Assg 2

**Week four:**

T 2/15      Discuss progress on Assg 2  
Demo: review basic selections in Photoshop  
Lecture: digital camera types, flash modes; exposure controls; flash and motion

Th 2/17      Lecture: review Tuesday material  
Lecture: pre programmed shooting modes; light meters  
Review for quiz next Tuesday

**Week five:**

T 2/22      **Assg. 2 due:** group critique  
Announce: quiz on Thurs. - students bring cameras, calculators to class Thurs

Th 2/24      **Quiz given**  
Assg 3 given: *Photo Essay* – due 3/15  
Lecture: lenses; intro to image resolution

**Week six:**

T 3/1      Quizzes returned and reviewed  
Demo: use of digital SLR's

Th 3/3      Review: use of DSLR cameras  
Lecture: complete image resolution  
Lecture: communications media

**Week seven:**    NO CLASS - SPRING BREAK

**Week eight:**

T 3/15      **Assg 3 due** – group critique

Th 3/17      Assg 4 given: *Chance Encounters* - due 3/29  
Lecture - demo: ethical and legal issues in photojournalism

**Week nine:**

T 3/22      Review for midterm  
Discuss Assg 4 progress

Th 3/24     **Midterm exam**

**Week ten:**

T 3/29     **Assg. 4 due** - group critique

Th 3/31     Exams returned and reviewed  
Assg. 5 given: *Studio portraiture* - due 4/14  
Lecture - demo: studio lighting

**Week eleven:**

T 4/5     Continue demo: studio lighting  
Class shoot - studio portraits

Th 4/7     Class shoot - studio portraits  
Students sign up for lab work for next class

**Week twelve:**

Th 4/12     In class lab work on Assg. 5  
Some students present work for Assg 5

T 4/14     **Assg. 5 due** - group critique

**Week thirteen:**

Th 4/19     DVD and class discussion  
Assg 6 given: - due 5/3

Th 4/21     NO CLASS EASTER BREAK

**Week fourteen:**

T 4/26     Assign in class lab work for Thurs  
Lecture - demo: inkjet inks and photo papers  
Teacher evaluations given  
All signed out equipment due on 5/3

Th 4/28     Show some commercial work  
In class lab work on Assg 6; see progress at the end of class

**Week fifteen:**

T 5/3      **Assg 6 due** – group critique  
All signed out equipment due

Th 5/5      Review for final exam

Fri 5/6      All resubmits and late Assg 6 due

**Exam week:**

final exam given

resubmits, Assg. 6 returned