

DIGITAL TOOLS, ASPH 3304



Penelope Umbrico: Sunset Portraits from 9.623.557 Flickr Sunset Pictures on 8/21/11, Pace Gallery

The shift in the medium of photography from an analog chemical based technology to a digital (electronic) technology has brought about an artistic revolution in the construction of images utilizing photography. This class places emphasis less on the controls offered by the traditional single lens reflex camera (both analogue and digital) and more **on unconventional capture devices, image mining, unusual software manipulation, and output** possibilities. We will explore the creative potential that these less usual alternative technologies offer.

ASPH 3304 fulfills Creativity & Aesthetics (Level 2), Depth in Fine Art, and an Oral Communication Proficiency Tag. Prerequisite of ASPH 1300 Basics of Photography is waived for May 2017.

Professor Debora Hunter has exhibited her photographs at the Art Institute of Chicago, Dallas Museum of Art, Amon Carter Museum, Houston Museum of Fine Arts, Yale University Art Museum. Her work can be viewed at www.deborahunter.com

- Learn image manipulation in Photoshop
- Create large format Inkjet prints, up to 44" wide
- Create high-resolution images using a flatbed scanner
- Introduction to 3D printing
- Create photographic art using image mining

DIGITAL TOOLS

ASPH 3304, Section 001

2017 May Term

FACULTY

Debora Hunter, Associate Professor

Email: dhunter@smu.edu

Phone: 214.335.5289

Office Hours: by appointment

Office Location: OAC 2631

<http://www.deborahunter.com/>

RATIONAL:

The recent shift in the medium of photography from an analog chemical based technology to a digital (electronic) technology has brought about an artistic revolution in the construction of images utilizing photography. This class places emphasis less on the controls offered by the traditional single lens reflex camera (both analogue and digital) and more **on unconventional capture devices, unusual software manipulation, and output** possibilities. We will explore the creative potential that these less usual alternative technologies offer.

This class fulfills a Pillars/Creativity & Aesthetics (Level 2) Requirement with an Oral Communication Proficiency Tag.

UNIVERSITY CURRICULUM COURSE LEARNING OUTCOMES FOR LEVEL 2;

- Students will be able to analyze and construct clear and well-supported interpretations of creative works.
- Students will be able to articulate and discuss the ways in which creative works provide opportunities to transform cultures and individuals, including themselves.

UNIVERSITY CURRICULUM PROFICIENCY TAG FOR ORAL COMMUNICATION:

- Students will be able to select and use appropriate forms of evidence in a public presentation.
- Students will be able to design verbal message to suite particular audiences and purposes.
- Students will be able to use visual cues (such as presentational software, staging props, costumes, makeup, and gesture) to enhance a public presentation,

POSSIBLE ASSIGNMENTS:

- Scannology (capture)
- Cell Phone/ Point and Shoot/ non DSLR (capture)
- Film Scanning (capture)
- Screen Grab/Image Mining (capture)
- Cut and Paste (software manipulation)
- Past Recalled (software manipulation)
- Unrealistic/Experimental Colorization (software manipulation)
- High Dynamic Range (software manipulation)
- Imagine Stitching (software manipulation)
- Laser Cutter (output)
- Large Format Printing (24/44" (output)
- Physical Alternation of the Print (output)
- 3D Printing (output)
- Video Projection (output)
- Site Specific Installation (output)
- Required Assignment: Artist Research Oral Presentation with Written Outline

EQUIPMENT PROVIDED:

- IMac computers.
- Two flat bed scanners.

- Two printer stations equipped iMacs with an Apple monitor and another Eizo monitor.
- Canon iPF 6100 (uses up to 24" wide paper) archival inkjet printer.
- Canon iPF 8100 (takes up to 44" paper) archival inkjet printer.
- Two Wacom tablets if requested.
- Current version of Adobe Photoshop.

SUPPLIES NEEDED:

- Any and all digital cameras, high end to disposable.
- Tripod and cable release recommended and dependent upon approach to assignment
- Laptop for storing and editing your files.
- Software inventory system such as Apple's Photos or better Lightroom (\$99 or free trial for 30 days). More explanation given in class.)
- Way to get your files from your laptop to the printer computers. You will only be printing from the printing computers, otherwise color cannot be controlled adequately. You can either use a thumb drive, at least 1GB in size or cable that will link your laptop as an external hard drive (Target drive) to the computer. Some of your files may be quite large (1 BG) which are best stored on an external hard drive, not a jump/flash/thumb drive. You will not be using your laptop to print or color correct. That will be done on the school's computer and on at the printer's computer.
- Sometime in your life your laptop hard drive will die or your laptop will be stolen. So you need to backup your files for this class. It is a requirement.
- SUPPLIERS OF INKJET PAPERS
 - We only use Red River Papers for printing in class because we have profiles for them. Do not purchase other manufacturers of paper. Wonderfully, Red River Paper is manufactured in Dallas and is located in the Design District. They are closed on Saturdays. Make sure to visit their website before driving there. If you go to their store you will find a sample book. <http://www.redrivercatalog.com/>
 - Competitive Camera on Irving Blvd. also carries Red River Paper in a good selection. They are open on Saturdays. <http://www.competitivecameras.com/> I cannot guarantee a sample book here.
 - Digital Art Supply, online mail order for good selection of papers. <http://www.digitalartsupplies.com/>
 - Free Style Photographic Supplies, <http://www.freestylephoto.biz/>
 - B and H Photo and Video, <http://www.bhphotovideo.com/>
 - There maybe other opportunities to print on other kinds of materials, vinyl, rice paper, but you will need to clear that with teacher as some materials can permanently damage printer heads.

ASSESSMENT:

Attendance is mandatory. You will be allowed two unexcused absences. For each absence after the second, your final grade will be dropped by one letter. Tardiness maybe considered an absence. It is the student's responsibility to keep track of their attendance. Please arrive on time to class. I try to start and end promptly.

75% of final grade will be based on final portfolio that will be of approximately 15 images (or their equivalent as approved by teacher as semester proceeds). There will be one representative from each assignment included. The other submissions must be from this semester and for work only in this class.

15% of final grade will be based on oral presentation made to the class on your research project. 10% of that will be based on the material you present and the organization of your PP and the other 5% will be based on your delivery.

10% of the final grade will be based upon my assessment of your engagement in the class. This is measure by the completion of all their assignments (art making, written, reading, ad hoc research) on time, the following of proper computer and printer procedures, and the enthusiastic participation in classroom discussions and critiques. Students should demonstrate their involvement in the class by initiating conversations with me about material and related material presented in class. Students will be expected to work cooperatively in the printing room by logging in their prints and adhering to the printer reservation schedule.

Students will be expected to use computers exclusively for classroom related work. Students are expected to show courtesy to the instructor and fellow students by closing their laptops or dimming their screens when their attention should be on classroom discussion. There is no use of cell phone or texting during class time. Students who repeatedly do not follow these guidelines will receive a zero for my assessment of engagement in class.

There will be a midterm evaluation grade given that will not be calculated into the final grade, it is only an indication of what your grade would be if the class ended at midterm. This grade will be communicated orally or by email. It will not be posted on BB.

GRADING RUBRICS

For an image to be successful it has to work on the following many levels. Form and content are interwoven and it impossible to give a numerical rank. However, the university increasingly demands a numerical rubric. This will give you some idea of how I evaluate individual pieces and the final portfolio.

1. 25%. Conceptual approach: Thoughtful response to assignment, sophisticated understanding of issues raised in assignments. Work demonstrates curiosity, inventiveness, and experimentation. Work moves beyond cliché and the predictable.
 2. 75% Visual properties of work (Design and Technique):
 - Appropriate and creative use of design principles such composition, color, pattern, etc.
 - Appropriate and creative use of Input device techniques such as camera operation of focus, exposure, depth of field, shutter speed, white balance, ISO, file format, etc.
 - Appropriate and creative use of software manipulation such as color, value, sharpness, file construction, edge control, masking, file construction, etc.
 - Appropriate and creative use of output techniques in printing, scale, uniformity.
- Generally a C is given when the technical and conceptual response is adequate, but seems minimal. There seems little willingness to engage in the mastery of techniques or develop conceptual strategies beyond the predictable. There is usually one of two reasons that work results in a grade of C. One: low energy/lack of involvement. Student seems to be approaching the assignment by doing the bare minimum to fulfill it. The second reason for a C is inconsistency. There may be some successful images, but some of the remaining images are barely or minimally acceptable in technical and aesthetic qualities.
 - Generally a B is given when the student more than adequately demonstrates an understanding of mastery of the assignment. B's are usually given for either of two reasons. One: lack of consistency--the final portfolio may have some very strong A quality images, but is surrounded by less successful images. Two: the overall quality is less than A, but group shows more effort and thought than C work. B work.
 - Generally an A is given when student work demonstrated consistently both technical and conceptual approach on a very high level. It is clear that the student has thought deeply about the assignment and organized a well-executed response that easily communicated a specific and significant intention. Consistency is usually the hallmark of an A.
 - Generally a D is given is student has missing assignments or not mastered basic techniques explored in he class. The work is weak, inconsistent, and/or very redundant or simply not fulfilling the requirements.

OTHER STUFF:

The digital lab is open whenever the Owens Art Center Building is open. However, sometimes other classes meet in the computer room (the room with many computers). You are free to use the printing room if no class is using it at that time. You may enter politely through the computer room but should close the folding door (hard) and do not make any noise that would disturb the other class. As the semester progresses it may be necessary to set up a printer reservation schedule. Please notify Professor Hunter of any problems working in that space.

If you are having problems in the class, please notify me as they are happening. Do not wait until it is too late. Students are rarely granted Incompletes. I do not change grades in order for students to keep scholarships, pledge, etc.

Students are responsible for checking their SMU email. I use only SMU addresses when sending out mass emails.

SMU COURSE POLICIES

ACADEMIC HONESTY AND MISCONDUCT:

You are bound by the Honor Code and the SMU Student Code of Conduct. For complete details, see: http://www.smu.edu/studentlife/PCL_01_ToC.asp.

DISABILITY ACCOMMODATIONS:

Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

RELIGIOUS OBSERVANCE:

Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

EXCUSED ABSENCES FOR UNIVERSITY EXTRACURRICULAR ACTIVITIES:

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

WHAT I WOULD LIKE YOU TO BE ABLE TO DO:

Understand that art is an investigation into Conceptualize an approach to a problem.

Apply hardware and software appropriately to a problem.

Become acquainted with solutions

Consideration of various capture devices: flatbed scanner, cell phones, screen capture, video stills, surveillance cameras,

- Photoshop controls of color, contrast adjustments, selection tools, layers and masks, blending techniques, creation of text, more
- Continued refinement of camera controls.
- Use of a flat bed scanner as a capture device.
- Inkjet printing, small to large format.
- Use of unusual substrata for printing material.
- Possibly use of HDR, tone mapping, hyper focus, photo stitching,
- Possibly use of a film scanner.
- How to make high quality inkjet prints.