

Comm 2324 Practicum in Electronic Media (Digital), Spring 2009

Department: Journalism-Photography **Revision Date:** Jan. 2009
San Antonio College -- 1300 San Pedro Ave. -- San Antonio, TX, 78212-4299
Course Number and Title: COMM 2324, Practicum in Electronic Media (Digital)
Credit Hours: 3-3-2
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I. **Catalog Description:** Practicum in Electronic Media (Digital) (3-3-2)

This course focuses on development of Photoshop skills to be used in newspapers, magazine, the Web or other publications. It enables students interested in photography or photojournalism to build on their skills for publication.

II. **Pre-requisites, co-requisites and other requirements:** None.

III. **Textbook: None required**

Recommended: 1. Adobe Photoshop Restoration & Retouching (3rd Edition), by Katrin Eismann and Wayne Palmer. Published by New Riders, 2006.

2. Adobe Photoshop CS3 for Photographers: A Professional Image Editor's Guide to the Creative Use of Photoshop for the Macintosh and PC, by Martin Evening, published by Focal Press, 2007. .

IV. **Instruction will consist of:** a variety of techniques, including lecture, video presentations, Power Point presentations, Web sites, readings, guest speakers, enrichment assignments and group activities. Much of the learning in this course depends on reading and understanding course materials. We will survey the course information through class discussions..

V. **Course Content:** This course teaches how to use the Photoshop program to truly reproduce the reality of photo images recorded by digital cameras or traditional cameras. Students need to notice that this course mainly emphasizes a "straight photography" concept where digital alteration are used only to better reproduce, enhance and restore the image quality degraded during the photo taking and post-production process. In other words, this course is designed to use the Photoshop program to help reproduce the captured image closest to the real scene, not to create an imaginative effect. After taking this course, students should be able to best reproduce, enhance and restore digital images commonly used in photojournalism, documentary, and historical photography.

VI. **Learning Outcomes and Performance Objectives with their methods of measurement as used to determine the students' mastery of those outcomes.**

Learning Outcome 1: Students will be able to describe the basic construction and characteristics of digital photographic equipment used to record and reproduce digital images.

Performance Objectives/Method(s) of measurement for each objective

1. Students will be able to describe the basic construction and characteristics of the digital camera by experimenting with the use of digital photographic equipments such as digital cameras and scanners in different settings and produce results as required and demonstrate that knowledge in examinations and class demonstrations.

2. Students will be able to recognize the best effect digital cameras and scanners can achieve in recording and reproducing digital images by identifying the difference between various effects created by the digital imaging equipments and demonstrate that knowledge in examinations and production of images to be handed in for critique and grade.

Learning Outcome 2: Students will be able to use Photoshop digital imaging technology to realistically reproduce the photographic images captured by cameras.

Performance Objectives/Method(s) of measurement for each objective

1. Students will demonstrate the knowledge of the working environment of Photoshop by identifying the names and function of different tools and settings in exams and projects to be handed in for critique and grading.
2. Students will demonstrate the knowledge of identifying the quality of digital photos both in terms of monitor effect and Photoshop measurement indicators by identifying digital photos with various quality presented to them and be tested on this knowledge. Projects and images handed in for critique will be graded.
3. Students will be able to adjust the overall brightness, contrast, and color of digital photos to achieve better reproduction toward reality the camera captured by submitting assignments of Photoshop corrected digital photos for critiques, class discussion and grading.
4. Students will be able to adjust the brightness, contrast, and color of the specific areas of digital photos to achieve better reproduction toward reality the camera captured by submitting assignments of Photoshop corrected digital photos for critiques, class discussion and grading.
5. Students will be able to learn to digitally restore technical errors created during the photographing process by submitting assignments of Photoshop corrected digital photos for critiques, class discussion and grading.
6. Students will be able to learn to digitally restore loss of image quality during the photographing process by submitting assignment of Photoshop corrected digital photos for critiques, class discussion and grading.
7. Students will be able to learn to digitally restore loss of image quality caused by physical defects by submitting assignment of Photoshop corrected digital photos for critiques, class discussion and grading.

Learning Outcome 3: Students will be able to use Photoshop digital imaging technology to best adjust digital images for output onto different media such as print or Web publishing. .

Performance Objectives/Method(s) of measurement for each objective

1. Students will be able to use Photoshop digital imaging technology to best adjust digital images for output onto different media such as photographic paper, newspaper and magazine printing and Web page publishing by submitting digital photos designated for output to different media, and they will present their work for critique, class discussion and grading.
2. Students will present a final portfolio of their work for grading.

(SCANS COMPETENCIES are only required for courses which are a part of an AAS degree plan.)
 SCANS Competencies: See attached for a list of competencies related to the workplace as outlined by the Texas Higher Education Coordinating Board.

VII. Course requirements and grade computation: Methods of instruction include lecture, discussion, videotapes, slides and group activities as well as readings.
 Most of your grade will come from weekly projects. There will also be several short quizzes, a mid-term exam and a final project. Each project, quiz, and exam is worth a certain number of points. At the end of the semester, your grade is based on the number of points earned divided by the number of points possible. For example, if three projects are worth 50, 100 and 150 points, you could possible earn 200 points. If you score 40, 90 and 140 points, respectively, your total earned score would be 170. $170 \div 200 = 85\%$, a solid B.
 Your work will be graded based on your PSD (Photoshop Document) files. JPEGs and TIFFs are fine for printing, but for grading the instructor wants to see your layers, masks, clippings, text, etc.
 The mid-term exam is a written test taken in class. Questions will cover terms, history and workflow, all from the first half of the semester.
 The final project will be discussed in class.
 There will be a mini-internship component incorporated into this course (5% of total grade), your will be required to work at The Ranger newspaper as a digital photo specialist for a total of 4 hours using the skills you learned in this class.

A. College Requirements: A written, comprehensive final examination, not to exceed two and one-half hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor.
 A student who must be absent from a final examination should petition that instructor for permission to postpone the examination. A student absent without permission from a final examination is graded "F."

Postponed examinations result in a grade of "I." The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an "F." (San Antonio College Bulletin, Faculty Handbook - January 1995)

B. Departmental Requirement: A student wishing to withdraw from this class during the semester must process a formal withdrawal through the Office of Admissions and Records. Failure to withdraw formally will result in the assignment of a failing grade (F) for the course. You may drop by going to the Office of Admissions and Records, or you may send me an e-mail requesting that I drop you from the class. If you do the latter, please be sure to type your full name at the bottom of your request. You also may drop by Room 204-a of Loftin Student Center to pick up a drop slip.

The college bulletin allows absences for the equivalent of two weeks of class, but you will be dropped after that number. After the drop date, each absence over six will take three (3) points off your final grade.

C. Instructor Requirements:

A digital camera is optional. The department owns several cameras, and we will use them during the semester. If you have a digital camera, I encourage you to use it. A personal computer is optional. You're welcome to work at home, but the lectures, demonstrations, announcements and hands-on help are only available during class. You can bring in projects you work on via 100MB Zip disks, floppy disks and the Internet.

VIII. College Policies:

A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.

B. Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus. College Academic Council - April, 1998

C. **ADA Statement:** "As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of DisABILITY Support Services, CAC 124C, Phone: (210) 733-2347.

D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.

E. **Academic Dishonesty:** Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to, cheating on a test, plagiarism and collusion. For additional information refer to the "Student Code of Conduct" in the San Antonio College Bulletin.

F. Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/ 2000.

G. **San Antonio College Attendance Policy:** Regular and punctual attendance at all classes and laboratories, day and/or evening, is required. A student absent for any reason is responsible for all work missed. Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard to each.

Absences of each student are recorded without exception. The counting of absences begins on the first day of class. A student absent the equivalent of two weeks of instruction in a 16-week semester may be dropped by the instructor. If a student is dropped from a class for excessive absences, the instructor will record a grade of "W" (withdraw). It is the student's responsibility to ensure that the withdrawals have been submitted.

H. San Antonio College is a smoke free campus.

I. ACCD DPS Emergency Phone Numbers:

ACCD DPS Emergency Phone (210) 222-0911

ACCD DPS General Phone (210) 208-8099

ACCD DPS Weather Phone (210) 208-8189 (For information on college closures)

J. Students must also abide by the policies, procedures, and rules set forth in the "Student Code of Conduct" and all other policies set forth in the [San Antonio College Bulletin](#).