

DEPARTMENT: JOURNALISM-PHOTOGRAPHY APRIL, 2009

San Antonio College—1300 San Pedro Ave.—San Antonio, Texas 78212-4299

Course Number and Title: COMM 2373, Photographic Perceptual Design

Credit Hours: 3-3-3

Instructor: See Faculty for instructors teaching the course.

Office: Loftin 204 Phone Number: 210-486-1766 or 210-486-1781

Email: See Faculty -- WEB ADDRESS: <http://www.alamo.edu/sac/j-p>

I. Catalog Description: Photographic Perceptual Design (3-3-3) Prerequisite: COMM 1318 and COMM 1319 and permission of the instructor.

This course introduces students to perceptual design through the study of lighting, composition, space, color, contrast, time, and psychological impact as these factors apply to the still photography medium.

II. Pre-requisites and other requirements: Students should have successfully completed COMM 1318 and 1319 and by permission of the department coordinator.

III. Text: PHOTOGRAPHY by London-Stone-Upton

IV. Instruction will consist of: Photographic Perceptual Design 2373 is a one semester advanced course designed to extend the students' knowledge of technique with an emphasis on psychology of color, methods of observation, the use of the senses, capturing personalities, effects of color on viewer perception and the psychology of photo presentation and display.

V. Course Content: There will be photographic assignments, a midterm exam, and a final exam. All grades count equally. If you miss any test it is your responsibility to schedule a makeup test the next time you attend class. Failure to do so will result in a grade of "0" for that test.

Students will work to develop an acute eye for what makes a successful subject:

To increase the perception of direction, color, intensity, and quality of light.

To increase the ability to compose through the use of balance, space, geometric designs, surface texture, effect of time, choice of lenses, and selection of perspective.

To preconceive a visual image and produce that image through a still photograph.

To study master painters' and photographers' styles and techniques.

Lecture topics include:

1. The psychology of visual perception
2. Deriving meaning from photographs

3. Becoming an acute observer
4. Observing images within images
5. Editing in the viewfinder
6. Sensitizing the eye to detail
7. The decisive moment
8. The use of all senses
9. Capturing ones' personality
10. Overcoming creative block
11. Psychological impact of color
12. Color vs. Black and White
13. Effects of color on viewer perception
14. Exposure as a visual modifier
15. The illusion of depth
16. Line, shape, texture, and patterns as a visual modifier
17. The psychology of a photo presentation and display
18. Performing a critical evaluation of others' work
19. Techniques of self-evaluation

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 demonstrate their understanding of master painters and photographic style.

Performance Objectives/Methods of measurement for each objective:

1. Students will demonstrate knowledge of the work and techniques of master painters and the relationship to photographic techniques by reports and by completing exams on the subjects.
2. Students will demonstrate knowledge of the psychology of visual perception, photographic meaning, and the art of observation by giving a presentation on a contemporary photographer and any other photographer from the 20th century.

Learning Outcome 2: Students will demonstrate an understanding of basic photo concepts of quality of light and intensity, color and perception of direction to composition.

Performance Objectives/Methods of measurement for each objective:

1. Students will produce these concepts on film or electronically and will be critiqued and graded in class and demonstrate knowledge by completing exams and demonstrating knowledge in presentations to the instructor in the class and lab.
2. Students will interact with each other to discuss their presentations and critique their peers' work. The interactions will be graded on content, completeness, effectiveness of presentation, critical thinking, and visual effectiveness.

Learning Outcome 3:

Students will preconceive a visual image and produce the image through a still photograph using their knowledge of quality of light and intensity, color, and perception of direction to composition.

Performance Objectives/Methods of measurement for each objective:

1. Students will turn in images of their work for instructor evaluation and critique and demonstrate knowledge by completing exams and writing detailed descriptions of the processes used.

Learning Outcome 4:

1. Students will demonstrate an understanding of basic photo concepts in selecting correct equipment, lighting, compositional techniques and perspective that will render the subject in its best likeness.

Performance Objectives/Methods of measurement for each objective:

1. Students will turn in images of their work for instructor evaluation and demonstrate knowledge by completing exams and writing detailed descriptions of the processes used.
2. Students will participate in instructor demonstrations of techniques employed in completing the assigned work.
3. Students will compile a portfolio of their work to be evaluated at the end of the semester.

(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:

Assignments will require students to select the correct equipment, lighting, compositional techniques and perspectives that will render the subject in its best likeness. A variety of subjects will be required, and the student will make selections of subjects as well. The various subjects will be reproduced on film or electronically and critiqued in class. Each student will present a 15 minute presentation on any other photographer from the 20th century.

Students are not allowed to shoot nudity or suggestive behavior.

- 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 exams are given at the discretion of the instructor.

A student who must be absent from a final exam should petition their instructor for permission to postpone the exam. A student absent without permission from a final exam is graded "F". Postponed exams 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 an e-mail requesting that the instructor 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 go by Room 204 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.
- C. Instructor Requirements:
The intensive nature of the course makes it impossible to succeed without regular and punctual attendance. The instructor will follow college policy, dropping students after the second absence.

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 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: (210-486-0020).
- 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: (210-486-0020).
- E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic 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, cell 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 210-486-0995

ACCD DPS General Phone 210-486-0995

ACCD DPS Weather Phone 210-485-0189

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.