PROPOSAL FOR REVISION OF A COURSE

Clear Form

1. Information on Existing Course:

Media (Photo) 204

Exploring Photography

Existing Course Title

Course Number: 3

Credits

Current Ethnic Studies Category:

Current GE Status: HUMART *

* Any change to a GE course needs to include GE goals and provisions for assessment. –per GEC, 2/13/04

2. Proposed Changes:

Check all that apply. For each box checked, supply both old and new information. Attach additional pages where necessary.

☐ **Course number** Old number: _____ New number:

☐ **Prerequisites.**
Old prerequisites:

New prerequisites:

☐ **Title/Computer Abbreviation.** (Official course title may be 60 spaces long with no abbreviations. Class schedule title may be 30 spaces long.)

New title: _____
(30 space title)

_____
(60 space title)

☐ **Semester Credits.** From: _____ credits to: _____ credits

☐ **Ethnic Studies Category:** (Circle one) **A** **B** **C**

☐ **Global Perspective**

☐ **GE Category:** (Circle one) **COMMSK** **ANRSN** **H/PE** **HUMART** **S/BSCI** **NSCI** **TECH**

☑ **Catalog description:** (Maximum of 50 words, six lines describing course content. Avoid extraneous wording. No abbreviations. Attach both old and new description.)

☑ **Content and Objectives.** (See **Information for Permanent Course File** and attach both old and new versions of both the course objectives and content outline.)

3. Rationale for Change:

Attach a brief statement giving reasons for the change and supporting evidence of the need for the change. Include GE objectives when applicable.

4. Ramifications of The Change:

Indicate impact on other courses, programs, resources, etc. Attach **Course Impact Summary**, the verification of program director and department chair approval for programs/courses affected by revision.

5. Implementation Year And Term: Fall 2009

CIC actions require the chancellor's approval before implementation. To list changes in the Timetable, submit summer courses by December, fall courses by January, and spring courses by July.

Submitted by: Peter Galante 5/20/09
(Please print) Date

Steve Schlough
Digitally signed by Steve
DN: cn=Steve, o=UW-Stout, ou=Schlough, email=schloughs@uwstout.edu, c=US
Date: 2009.09.04 15:51:49 -05'00'

Department chair's signature indicating approval Date

Richard Rothaupt
Richard Rothaupt
2009.09.11 15:41:17 -05'00'

Dean's signature indicating approval Date

Graduate Education or General Education Committee approval date

General Education Committee Approval Sheet

(Include with GE course proposals)

Course Information: **Media (Photo) 204**

Course Number

Exploring Photography

Course Title Credits

GE Category: (Circle one) **COMSK** **ANRSN** **HPE** **HUMART** **SBSCI** **NSCI** **TECH** **INTER**

Check the appropriate box below indicating whether this is a **new** course or a **revised** course.

☐ New General Education Course

The New Course proposal must provide:

a. **Rationale for inclusion in General Education. Explain how**
   1) the course relates to the General Education objectives
   2) the course relates to the category definition identified above
   3) the course impacts other general education courses and the general education program

b. **Plan for assessment of General Education objectives**

☒ Revised General Education Course

The proposal for revision of a GE course must specifically address:

a. **Rationale for changes. Explain how**
   1) the course relates to the General Education objectives
   2) the course relates to the specified category definitions
   3) proposed changes impact other general education courses and the general education program

b. **Plan for assessment of General Education objectives: Attached**

GEC Chair's signature (indicates General Education Committee's approval) Date

Curriculum changes require the chancellor's approval before implementation. To list changes in the Timetable, submit summer courses by December, fall courses by January, and spring courses by July.

New course development web sites:
http://www.uwstout.edu/provost/currhb/newcoursefapproval.htm
http://www.uwstout.edu/provost/currhb/NewCourseImplementation.htm
Course revision web site:
http://www.uwstout.edu/provost/currhb/CourseRevision.htm

MEDIA (Photo)-204 Exploring Photography

Rationale: This course revision is consistent with the University's Polytechnic concepts of career focus and applied learning. Revised course objectives and outline reflect and are aligned with industry and consumer shift toward digital media as the photographic standard. Revised objectives more clearly embed the letter and spirit of the University's General Education outcomes.

Ramifications: None anticipated

Catalog Description
Fundamentals of analog and digital photography with an emphasis on technical processes, principles of composition, aesthetics and paradigms of visual literacy. Students must provide a digital camera with a manually adjustable shutter and aperture.

Objectives and Student Outcomes:

Given the proper materials, equipment and instruction by the end of the course, undergraduate students will be able to:

1. Pre-visualize images and apply principles of photographic lighting and composition.
2. Evaluate analog and digital images using aesthetic and technical criteria.
3. Evaluate the content of a photograph, issues that are raised and or purposes (social, political or personal) that are served or challenged by the image.
4. Identify and utilize camera controls. (Select the proper settings based on light source, light sensitivity and resolution.)
5. Describe a digital image, how it differs from an analog image and how it is stored as an electronic file.
6. Develop and print analog images using proper development procedures, equipment and chemistry.
7. Demonstrate proper print manipulation techniques in both analog and digital formats.
8. Explain and demonstrate the process of scanning an image to a digital file.
9. Describe the basic tools and functions for digital image editing
10. Explain and demonstrate proper use of editing tools for local image control and defect correction.
11. Explain and demonstrate how to build a composite image using layers.
12. Share the images with others. (Demonstrate various methods of print and image finishing, display and presentation.)
13. Describe and demonstrate the process of printing a digital image file to professional standards.
14. Describe various procedures for archiving and preserving analog and digital images.

Course Content

I. Introduction to the course *Objective(s): 1, 2, 3.*
- A. Photography in your life
- B. Why we do photography
- C. Concepts of visual literacy (form and content)
- D. History of Photography (Overview)

II. Tools for acquiring the image *Objective(s): 4, 5, 6, 7.*
- A. Analog cameras (types, components and controls)
- B. Digital
  1. Camera (types, components and controls)
  2. Scanners (types, components and controls)
  3. Service agencies (types and functions)

III. Getting the correct exposure *Objective(s): 4, 5, 6, 7.*

A. Sensitivity – ISO
B. Intensity – f/stops
C. Time – shutter speeds
D. Exposure modes

IV. Using natural light *Objective(s): 1, 2, 3, 4, 6.*

A. Brightness
B. Source (pinpoint vs. diffused)
C. Direction
D. Night photography

V. Using flash *Objective(s): 1, 2, 3, 4, 6.*

A. Types
B. Removable, extension, and bounce
C. Problems and limitations

VI. Lenses and filters *Objective(s): 1, 2, 3, 4, 6.*

A. Focal length and maximum aperture
B. Primary vs. zoom
C. Macro lenses and close-ups
D. Perspective and distortion
E. Depth-of-field and depth-of-focus

VII. Composition and design *Objective(s): 1, 2, 3.*

A. Elements of Composition (Design): Line, Color, Shape, Texture, Form, Value
B. Principles of Composition (Design): Unity, Balance, Harmony, Contrast, Repetition (Rhythm, Pattern), Variety (Alternation), Emphasis (Dominance), Proportion (Scale), Proximity
C. Breaking the rules

VIII. Analog Processes *Objective(s): 6, 7.*

A. The analog darkroom: equipment and materials
B. Image acquisition
C. Image processing

IX. Digital processes *Objective(s): 7, 8, 9, 10, 11, 12, 13, 14.*

A. The digital darkroom: equipment and materials
B. Image acquisition
C. Image manipulation
D. Printing and electronic sharing

X. Issues and problems *Objective(s): 12, 13, 14, 15.*

A. Organizing and archiving the image collection
B. The ethics of image manipulation
C. Copyright ownership and infringement
D. Releases/permissions

Course Requirements

For each of the evaluated assignments listed below, students will produce at least two evaluated prints derived from separate and distinct negative/image sources.

Assessment and Grading

Please see attached Rubric.

Assessment will be based on productive attendance, quality of project solutions/papers, as well as informed participation and objective engagement in critiques.

Assignment grades will be determined upon completion of each course objective.
Additional criteria used in assessment and grading of your work include the following;

- Meeting assignment deadlines.
  Assignments completed after due date will be assessed a penalty grade deduction.
- Quality presentation of finished projects.
- Imagination and creative problem solving as related to assignment.
- Verbal and written assessment of finished projects.
- Active participation in and out of the classroom.
  Attendance is an evaluated component within each project evaluation.
- Demonstration of technical skills in the use of materials and tools.

Critique and Self-Evaluation
By their works the students will demonstrate their achievement of the desired results of the class.
In critique they will identify and apply criteria of quality to the ideas, products (objects) and performance of others and of their own work. They should be able to recognize and communicate their own strategies for accomplishing objectives, and to respond in an informed and engaged way to the work of their peers.

The Critique
The primary tool that the instructor employs in the assessment process of student work and progress in all lab/studio classes is the critique.

1. Analysis of an artwork.
   –Describe the organizational structure of the work. Include formal elements, media and their manipulation.
   –Describe the obvious content of the work, issues that are raised and or purposes (social, political or personal) that are served or challenged by the work.

2. Synthesis of an artwork.
   –Discuss how form and content function together.
   Do they reinforce or undermine each other within the work?
   –Discuss what is incited in the viewer by the work, such as associations, memories and reactions.
   –Describe the possible audience(s) to whom the work is directed.

3. Evaluation of an artwork.
   –Determine whether or not a work is successful.
   –Describe ways in which a work could be improved.

Academic Misconduct Policy
As per Campus Policy a person cheating on an exam receives a zero on the exam. Cheating is assumed when a student looks at another student's exam. Plagiarism is grounds for failure in a course. Plagiarism means that you present someone else's work as your own.

Equipment Checkout Policy
Students enrolled in Photography (Media) courses at UW-Stout are expected to provide their own access to appropriate analog and/or digital cameras and equipment in order to complete assignments.

Subject to change.
The instructor reserves the right to change the syllabus/schedule for pedagogical or other reasons.

GCM/Media Assessment Form

Assignment: _____

Name: _____

Due Date: _____ Turn-in Date: _____

Level Key/Points:
6 – Highest degree of proficiency. Exceeds all requirements of the assignment and demonstrates originality and/or experimentation.
5 – Mastery level. Exceeds all requirements of the assignment and demonstrates some degree of experimentation.
4 – Above average level of achievement. Meets assignment requirements and begins to show some degree of original creative thought.
3 – Average level of achievement. Majority of the assignment requirements were met.
2 – Minimum level of achievement. Demonstrates that some understanding of the assignment occurred.
1 – Achievement is unsatisfactory.

PRODUCTION RATING

CONTENT: Level: 1 2 3 4 5 6
Evidence that a content idea has been developed related to the assignment.
Is the image appropriate to its intended use and audience?

INVENTIVENESS: Level: 1 2 3 4 5 6
Evidence of creative ideas, strategies and or solutions. Demonstrates the ability to develop original images.
Does the image present information in a new and imaginative way? Does the work stimulate new insights?

EXPRESSION: Level: 1 2 3 4 5 6
Evidence that the work reflects your personnel involvement in the assignment.
Does the image present its theme in a forceful manner and compel the viewer's attention?

EFFECTIVENESS: Level: 1 2 3 4 5 6
Evidence and the degree to which the work is expressive, powerful and moving.
Does the viewer experience an intellectual or emotional impact?

COMMITMENT: Level: 1 2 3 4 5 6
Demonstrates ability to pursue an idea, follow directions and offer insight and solutions to problems.
Has the student attended and productively engaged during class meetings?

UNDERSTANDING: Level: 1 2 3 4 5 6
Evidence of a basic understanding of photographic composition in the completion of the work.
Have such visual qualities as design, use of light, color, and form been used well?

TECHNIQUE: Level: 1 2 3 4 5 6
Demonstrates a thorough understanding of the use of tools and processes pertinent to the assignment.
What if anything could be changed to make the image more effective?

CRAFTSMANSHIP: Level: 1 2 3 4 5 6
Demonstrates skill and appropriate use of photographic media and presentation of completed work.
Is the craftsmanship and method appropriate to the task?

Total Points: _____ Letter Grade: _____

Comments:

8 = F
9-14 = D-
15-16 = D
17-19 = D+
20-22 = C-
23-26 = C
27-29 = C+
30-33 = B-
34-37 = B
38-41 = B+
42-45 = A-
46-48 = A

Late one day -10% deduction Late one week -20% deduction Late two weeks -50% deduction
Later then three weeks NO GRADE

MEDIA-204 Exploring Photography

Catalog Description

Basic fundamentals of both digital and conventional photography involving composition, aesthetics, photographic theory, camera operations, film selection and development, exposure controls, editing or enlargement of images, photographic presentation and display, filters and filtration, introduction to color photography and films, and basic electronic imaging. Students must provide their own 35mm camera.

Objectives and Student Outcomes:

Given the proper materials, equipment and instruction by the end of the course, undergraduate students will be able to:

1. **See with their minds, not just with their eyes.** (Pre-visualize images and apply guidelines for photographic lighting and composition such as; subject simplicity, balance, framing, rule of thirds, mergers and use of lines and shapes when photographing images.)
2. Evaluate photographic and digital images using aesthetic and technical criteria.
3. Manipulate the use of natural and artificial light to make black and white and color images.
4. **Record what they see in their mind's eye.** (Successfully use either digital or conventional cameras to create sharp, properly exposed; and well-composed photographic images.)
5. Identify the basic parts of both digital and conventional camera
6. Describe a digital image, how it differs from a continuous tone photograph and how it is stored as an electronic file.
7. Select the proper black and white or color film based on light source, light sensitivity, grain, resolution, and contrast.
8. Select the proper settings on a digital camera based on light source, light sensitivity and resolution.
9. Develop and print black and white film using proper development procedures, equipment and chemistry.
10. Demonstrate proper print manipulation techniques such as cropping, burning-in and dodging in both conventional and digital formats.
11. Explain and demonstrate the process of scanning an image to a digital file.
12. Describe the basic tools and functions for digital image editing, including the steps involved in opening and saving a file, cropping, adjusting brightness, contrast and color and sharpening a picture.
13. Explain and demonstrate proper use of editing tools for local image control and defect correction and how to use filters, layers, and text to modify an image.
14. Explain and demonstrate how to build a composite image using layers.
15. Share the images with others. (Demonstrate various methods of print and image finishing, display and presentation, including print mounting, web gallery and digital slide show.
16. Describe and demonstrate one acceptable procedure for preparing a conventional photographic print for display.
17. Describe and demonstrate the process of printing a digital image file to photographic quality.
18. Describe and demonstrate the use of user-created images in both web site and a slide show type of presentation.
19. Describe various procedures for preserving both digital and photographic images.

Course Content

I. Introduction to the course

A. Photography in your life
B. Why we do photography
C. General concepts
D. History of Photography

II. Tools for acquiring the image

A. Conventional film cameras (types, components and controls)
B. Digitally
    1. Camera (types, components and controls)
    2. Scanners (types, components and controls)
    3. Service agencies (types and functions)

III. Getting the correct exposure

A. Sensitivity – ISO
B. Intensity – f/stops
C. Time – shutter speeds
D. Exposure modes

IV. Using natural light

A. Brightness
B. Source (pinpoint vs. diffused)
C. Direction
D. Night-time photography

V. Using flash

A. Types
B. Removable, extension, and bounce
C. Problems and limitations

VI. Lenses and filters

A. Focal length and maximum aperture
B. Primary vs. zoom
C. Macro lenses and close-ups
D. Perspective and distortion
E. Depth-of-field and depth-of-focus

VII. Composition and design

A. Crop in the viewfinder
B. Rule of thirds
C. Shape, form, lines etc.
D. Breaking the rules

VIII. Conventional film processes

A. The conventional darkroom: equipment and materials
B. Image acquisition
C. Film developing
D. Enlarging and image manipulation
E. Display and presentation

IX. Digital processes

A. The digital darkroom: equipment and materials
B. Image acquisition
C. Image manipulation
D. Printing and electronic sharing

X. Issues and problems

A. Organizing and archiving the image collection
B. The ethics of image manipulation
C. Copyright ownership and infringement
D. Releases/permissions

COURSE REQUIREMENTS

The instructor will be utilizing Learn@UW-Stout, the PHOTO server to relate information to the class. This means that information will be sent through the students UW-Stout e-mail account. It is the student's responsibility to check their account for any announcements concerning the course.

EVALUATION/GRADING

There are 1000 points possible for this course; the student's final grade will be determined by the percentage of points completed. Attendance, participation and student attitudes do have an effect on the final grade determination. Missing assignments and classes will have a negative effect on grades.

Grading: A = 100 - 94%, B = 93 - 85%, C = 85 - 70%, D = 69 - 60%, F = 59% - below

LATE POLICY

Late one day - 10% deduction
Late one week - 20% deduction
Late two weeks - 50% deduction
Later then three weeks NO GRADE

ACADEMIC MISCONDUCT POLICY

A per Campus Policy

A person cheating on an exam receives a zero on the exam. Cheating is assumed when a student looks at another student's exam. Plagiarism is grounds for failure in a course. Plagiarism means that you present someone else's work as your own.