

# CIS 361: Digital Imaging

## Course Description

CIS 361 provides students with the opportunity to develop a deep and thorough understanding of the theories of visual literacy, visual culture, and media criticism. This course focuses primarily upon the development of digital images and the theory surrounding that production, as well as the interpretation of images.

*Please note that the focus of this course is not merely the development of technical skills.*

Rather, this course is designed to function as thorough exploration the theories of visual communication and digital media criticism. With these understandings, your production work will be more effective and contain more value.

*Note also that this course is designed to present you with poorly-structured problems that you must solve on your own. This may make you uncomfortable. It will also make you smarter.*

In the end, this course is all about the work you do on your own and how it stands on its own merit. There is no, single, “right answer” for the problems you help shape throughout the course. Instead, all of you must seek out and justify your individual solutions. Do not seek for “what the instructor wants” because it truly does not exist.

## Student Outcomes

As a student in this course, you will develop a deeper understanding of digital photography, image manipulation, and digital media development. You will also begin to grasp the more advanced concepts of effective design and visual literacy. In addition, you will think critically upon how digital media impacts our society, and shapes our understandings of culture.

## Reference Materials

The following texts are required or recommended for this course. Several Internet resources will also be provided as additional readings throughout the term. You can always find these resources at <http://courses.samfee.net/>.

Hagen, R. & Golombisky, K. (2013). *White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design (2nd)*. ISBN-13: 978-0240824147. **Recommended, \$38.**

Sturken, M. & Cartwright, L. (2001). *Practices of Looking: An Introduction to Visual Culture (1<sup>st</sup>)*. ISBN-10: 0198742711. **Required, \$0.48** (Buy it used!)

\*\* Then pick up ANY current PS reference \*\*

Weinmann, E. & Lourekas, P. (2015). *Photoshop CC: Visual QuickStart Guide (2015 release)*. ISBN-13: 978-0134308890. **Recommended, \$28.**

Snider, L. (2014). *Photoshop CC: The Missing Manual (2nd)*. ISBN-13: 978-1491947197. **Recommended, \$30.**

## Grading and Assignments

Student assessment for this course will take the form of electronic portfolio materials, presentations, discussions, writing assignments, peer assessment, class participation and attendance. **All materials for this course must be submitted in electronic format.** Specifically, your grade will be determined as follows:

Digital Photography Portfolio	10%
Appropriation Assignment	10%
Political Poster	20%
Advertising Project	10%
Postmodernism Piece	20%
Comprehensive Poster	20%
Participation	10%

**A note on Participation:** this component of grading can be subjective and confusing. Simply put - Participation reflects your engagement with the content during class, preparation before class, completion of homework assignments, and availability/contributions to your group outside of class. Do not assume 100% Participation. Assume 75% and work to get your grade to the level you desire.

## Schedule

This course meets each T/TH at 2:15 in room 215 of the Technology Center. There is a small lab available 24/7 via card swipe in room 216. Please note that readings should be completed *before class* on the day they are listed. Recognize also that this is a studio course – there is no final exam – so when the course is done, it's done.

September 6	Introductions and Technology Essentials
September 8	Lecture: Understanding Visuals – Read S&C Ch. 1
September 13	Studio: Photography Technique & Camera Raw
September 15	Lecture: Making Meaning from Images – Read S&C Ch. 2
September 20	Studio: Photoshop Techniques I <b>Photo Portfolio Due</b>
September 22	Lecture: Discourse through Imagery – Read S&C Ch. 3
September 27	Studio: Photoshop Techniques II
September 29	Discussion: Portfolio Review <b>Appropriation Assign. Due</b>

October 4/6	NO CLASS
October 11	Lecture: Reproduction and the Media – Read S&C Ch. 4 & 5
October 13	Studio: Photoshop Techniques III
October 18	FALL BREAK
October 20	Studio: Political Posters
October 25	Presentations: Political Posters <b>Political Poster Due</b>
October 27	Presentations: Political Posters
November 1	Lecture/Lab: Consumer Culture – Read S&C Ch. 6
November 3	Studio: Photoshop Techniques III
November 8	Discussion: What is Postmodernism? <b>Advertising Project Due</b>
November 10	NO CLASS
November 15	Studio: Postmodernism Projects
November 17	Lecture: Postmodernism – Read S&C Ch. 7
November 22	Studio: Postmodernism Projects
November 24	THANKSGIVING BREAK
November 29	Presentations: Postmodernism Project <b>Postmodern Project Due</b>
December 1	Presentations: Postmodernism Project
December 6	Studio: Comprehensive Projects
December 8	<b>Comprehensive Poster Due</b>

## Final Notes

Final grades will be negatively impacted by more than two absences. You will lose one point from your *final* grade for the course for each absence in excess of two. There are no “excused” absences.

Any late work will be docked one full letter grade (i.e. 10 points) each day. There are no exceptions to this rule. You must turn in each assignment to receive a final grade for this class.

I won’t bother to give you information unless you actually need to know it. In return, I ask that you actually read it, and make your best effort to understand and remember the details.

Texting in class is rude and disrespectful to both your peers and the instructor. This includes reading texts as well as sending them. I’m probably not going to call you out on it – this isn’t high school – I’m just going to deduct 5% from your participation grade. Each time.

Please note that you may not record or capture any classroom interactions through any means unless you seek permission of the instructor in advance.

Taking responsibility and ownership for your data will make your experiences in computing much less taxing! I am not the repository of your work. So, make sure you make copies for yourself, as I will not be able to provide them later in the term, or later in your academic career.

Finally, please note that this document represents the minimum that you need to know about the course. For additional details and information, you should consult the online course information at <http://courses.samfee.net/>.