

MDIA 2043 | Basic Digital Photography
Spring 2021
Syllabus

PLEASE NOTE: SYLLABUS IS SUBJECT TO CHANGE.

Course Information

Instructor: Terrance Armstard

Meeting Day/Time/Place: MW 2– 4:45 p.m. | Classroom – Ed/Com Bldg Room 218

Office: Ed/Com Bldg. Room 358

Office Hours:

- 9 – 10 A.M. MONDAY | WEDNESDAY | FRIDAY
- 11 A.M. – 12 NOON TUESDAY | THURSDAY

Office Phone: (870) 972-3212

Email: tarmstard@astate.edu

Web URL: <https://www.astate.edu/college/liberal-arts/departments/media/>

SEE COVID 19 INSERT!!
SEE SOCIAL DISTANCING GUIDELINES!!

Note: Completing assignments (Reading and Handouts) prior to class is vital to your success! The structure of this class is for students to draw from and increase their photographic IQ through theoretical and practical applications. Research shows when students read, they understand the material; thus, they are learners. Make a commitment to be a learner.

Catalog Description:

Fundamental concepts and functional skills associated with basic digital photography and video storytelling, such as camera tech, composition, and basic lighting. Lab fee, \$10.00. Fall, Spring, Summer.

http://www.astate.edu/a/registrar/files/bulletins/20-21-UG-Bulletin-1page.pdf?language_id=1

Textbook(s) & Materials:

- *Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks*. New York, N.Y.: DK, 2015, edition, Taylor, David | ISBN-13: 978-1465436078
- 64 GB or larger Memory Card, External Hard drive and Flash Drive

Note: Completing the Reading and LinkedIn Learning assignments prior to class is vital to your success! The structure of this class is for students to draw from and increase their photographic IQ through theoretical and practical applications. Research shows when students read, they understand the material; thus, they are learners. Make the commitment to be a learner!

Equipment Requirements:

- Dean B. Ellis library electronic databases <http://www.astate.edu/a/library/>
- Access to a DSLR time. The cameras are for class assignments only.
- **Please bring your camera to each class.**

Required Software:

- Microsoft Word/PowerPoint or Apple Keynote
- Adobe Creative Cloud

LinkedIn Learning:

Each student will have at least one LinkedIn Learning assignment. Because there is no longer a separate lab time, student will be required to complete the assigned *LinkedIn.com/learning* assignments outside of the classroom.

Assignments and Handouts:

- Detailed assignment directions and course handouts are provided on the Blackboard course website. All assignments will be submitted on Blackboard unless noted. ****Please review the entire assignment and click on the link to download a printable version. ****

SCHOOL OF MEDIA & JOURNALISM PROGRAM OUTCOMES

THE THREE FOUNDATIONS OF LEARNING

THINK - We promote problem solving by enhancing students' ability to:

- Think critically, creatively and independently;
- Think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;
- Understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin.
- Understand concepts and apply theories in the use and presentation of messages, images, and information;

COMMUNICATE - We promote strong communication skills by requiring students to:

- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;
- Communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media;

BE PROFESSIONAL - We promote professional conduct and integrity by requiring that students:

- Understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;
- Understand the history and role of professionals and institutions in shaping communications; Understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity;

GOALS/LEARNING OUTCOMES

The goals and outcomes of the MDIA 2043 course are to:

- **Goal:** To help students learn how to apply and to understand the digital camera and technologies appropriate for the communications professions in which they work.
- **Outcome:** Students can define **various parts of the cameras and their functions** and apply them to class exercises and assignments. Students will be assessed through photo assignments.
- **Goal:** To help students understand what makes a good photograph in terms of technical quality, lighting, Composition, storytelling moments, captions and presentation.
- **Outcome:** Students will effectively interpret and **COMMUNICATE** visual messages presented in print, broadcast, advertising. Students will be assessed through individual class exercises.
- **Goal:** To help students acquire and develop intellectual, technical and analytical skills to make photographs that communicate.
- **Outcome:** Students will create content with strong visual content applicable to course work and professional contexts.

- **ASSESSMENT:** An assessment instrument will be given at the end of the semester, the purpose of which is to evaluate the effectiveness of the course in reference to the above objectives, goals, and outcomes. These objectives, goals, and outcomes stem from the Media and Communication Unit list of 12 Core Values and Competencies. The assessment instrument will be an imbedded part of the last written examination.

Policies:

Please read all course policies and procedures carefully. If you have a question about course policies or procedures, what is expected of you in this class, or how grades will be calculated, please see your instructor immediately.

1. **Students with Disabilities:** If any student has a disability or problem requiring accommodation in order to succeed in the course, please contact me as soon as possible. Confidentiality will be maintained, and every reasonable effort will be made to meet the student's needs. Any student requiring accommodation must be registered with AState's Office of Disability Services at (870) 972 3964. If Disability Services recommends that any student should be allowed to take exams in their office, it is the student's responsibility to schedule that exam with them for the same date and time as the exam will be administered to the other students in the class. <http://www.astate.edu/a/disability/faculty-resources/>
2. **Inclement Weather Policy:** The University remains open for all academic classes and all other services during inclement weather except in extreme circumstances. Any decision to close the University or to delay or cancel classes is made solely by the AState administration. Information on campus closure can be found on the AState web page, KASU, and local radio and television stations. All those who travel to the campus should use good judgment in making travel arrangements during inclement weather. If inclement weather prevents you from coming to campus and campus is not closed, please email me at tarmstard@astate.edu.
3. **Attendance:** Sessions begin at 2 p.m. Your punctuality and attendance are expected. Roll will be taken at the beginning of class. It is important that you arrive before class begins. Students should read the University Class Attendance Policy (A-State Undergraduate Bulletin). In the event a class meeting is canceled, go to Blackboard for instructions or online content. For 1000/2000-level courses, a failing grade can be given if the student misses **more than twice** the number of weekly meetings. In the event that a student miss class for an official university sanctioned event or activity, the student must provide written documentation from the organization by the next class attended. It is always better to inform the professor **before** the absence. Students who have absences excused by the university (for example students on athletic teams or other university organizations will be allowed to make up the work or tests they have missed within a one week of the absence period. Students that have **three unexcused absences** will receive a **50-POINT REDUCTION** on their overall point total. Turning off your camera during zoom is the equivalent to not attending and result in point deductions.
4. **Academic Misconduct Policy:** Plagiarism (the act of taking and/or using the ideas, work, and/or writings of another person as one's own) is a serious offense against academic integrity, which could result in failure for the paper or assignment, failure for the course, and/or expulsion from Arkansas State University. Plagiarism usually involves passing off the work, words, or ideas of others as your own without giving proper credit. If you have questions about what constitutes plagiarism, please ask me.

CHEATING Defined: *Cheating is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner.*

For further information, including specifics about what constitutes plagiarism or cheating, see AState's Academic Integrity Policy at <http://www.astate.edu/a/student-conduct/student-standards/handbook-home.dot>.

Additional Policies:

5. **Policy on Electronic Devices.** Personal use of cell phones; pagers; and other communications devices during class lecture time is inappropriate and disruptive to the learning environment. Students using these devices during class will be asked to leave, will lose that day's attendance points, and risk not being able to turn in assignments due that day, resulting in a deduction in points for late work.
6. **Makeup Work:** Students must complete and submit all exercises/assignments on the date and time they are due. **It is each student's responsibility to be aware of due dates** and to ensure they are met. **Exercises or assignments WILL NOT BE ACCEPTED late.** Exercises will involve collaboration and discussion with other students as well as independent work and writing. Certain exercises may require both in class and out of class work. You must complete all portions of an exercise to receive full credit for it. Some exercises will be due in class. **In the event you cannot attend class when an exercise is due, you may have a colleague submit it for you.** However, **DO NOT E-MAIL** it to the instructor or give it to the department administrative assistant. Most exercises will be submitted electronically through Blackboard or Dropbox. It is imperative that you follow instructions closely when submitting documents. Clear submission instructions will be given at the time the assignment is made.
7. **Preparation is vital to your success in this class!** It is important that you read your textbook, watch videos, and review other assigned materials before class. In addition to some lecture notes, there will be considerable amount of discussion during regularly scheduled class-time.
8. **Disclaimer:** Due to unforeseen circumstances, the instructor may be required to change, modify, add, or delete course assignments, materials, or projects. Notification of changes will be posted in the 'Announcements' area of the Blackboard course website and by email (to each student's campus email account.)

EXCUSED ABSENCE FOR UNIVERSITY-SPONSORED EVENTS

It is the practice of Arkansas State University to allow students to participate in university-sponsored events, even when those events cause them to be absent from class. Students participating in university-sponsored events will be given reasonable opportunities to make up missed assignments and exams.

LECTURES & CRITIQUES:

Students will participate in lectures, critique, and discussions that examine their work and the work of their colleagues. Early semester lectures will cover some photo basics for those new to photography. As the semester advances, so will the lecture content, which means the lectures will consist of increasingly abstract material only sensible to a basically competent photographer. If students give their best, complete the assignments, and focus on growing they will do well in this class.

CRITIQUES:

In-class critiques, with students commenting on other students' work, will consume a substantial portion of the class time. One of the best methods for learning about photographs comes from reviewing and discussing them.

Critiques are intended to encourage conversation and aid the visual journalist in expressing his or her intentions. Think about what you see, say what you think, ask questions and be honest. I will provide further feedback about craft and content through electronic evaluations of each group of images. *EVERYONE must attend ALL critiques.* Your critique grade is based on your own work, plus your participation in your classmates' critiques. ***Missing a critique will lower your own critique grade by half (50%).***

RESPECT:

Respect is essential in a class like this: respect for each other and respect for your subjects. We won't always agree with each other, which will bring our discussions to life. There is a difference between being respectful and agreeing. Respect is also related to paying attention and engaging when other students show work. Please don't

edit your own pictures while someone else is presenting. *Please plan to shut your laptops when class starts unless we are working on a project together.*

WORK OUTSIDE OF CLASS:

This class will require watching training videos outside of class time. You may work from your own computers if you have the appropriate software. Please note technical difficulty on any computer other than these in the lab is NOT an acceptable excuse for a late or poorly executed assignment.

ADDITIONAL NOTES:

Students may keep group notes. If this is the route you all take while doing group work, you may consider using Google docs or blackboard.

SUPPLIES:

Each student *should* have his or her own digital single lens reflex camera. **Cell phone cameras are UNACCEPTABLE.** You don't necessarily need your own camera for this course. There are a number of digital cameras available for A-State students to use on a first-come, first-served basis.

Other equipment, such as flashes and tripods, are also available. Students are responsible for the care of the equipment and will be required to reimburse the university for its loss or damage. Failure to do so will result in a hold on grades, transcripts etc. Students should also supply their own digital storage devices, **such as an external drive**. You will be producing a lot of digital photographs and they will be big. Please look at the specs below carefully: 1TB or larger in capacity.

Photographer Presentation

Your photographer presentation must be submitted and approved first. The presentation must be done in Apple Keynote. No PowerPoint.

Midterm, Final Exam & Final Portfolio

- The Midterm Exam will be a test and current portfolio presentation accompanied by a previously submitted PDF Proof for a comprehensive grade.
- The Final Exam will constitute a test only.
- Your final portfolio presentation must be accompanied by a PDF Proof.

Photo Exercises & Photo Assignments

All photo exercises and photo assignments must be taken with interchangeable lens, dSLR (digital single lens reflex cameras). Submitting an assignment taken by anything else, including mobile phones, will result in failure for that assignment, grade letter reduction for final grade and a 1st Warning. A 2nd offense will result in failure for the entire course.

Photo Exercises:

Photo exercises are homework assignments meant to make you a better photographer. By completing the photo exercises, you will gain a better understanding of photography and camera operation proficiency. Not completing **3** or more photo exercises will result in a letter grade reduction for EVERY exercise not done past the third exercise. Not completing **4 or more** photo exercises will result in **0% (ZERO PERCENT)** for Photo Exercises Grade Division and **FAILURE FOR THE ENTIRE COURSE!!**

Photo Assignments:

Photo assignments are a must and all **MUST BE PRESENTED**, i.e., shown to your class during your attendance day. Failure to present results in 0% and will not be counted which is equivalent to not having completed the assignment. Not completing **2 or more** photo assignments will result in **0% (ZERO PERCENT)** for the Photo Assignment Grade Division and **FAILURE FOR THE ENTIRE COURSE**. All images must be taken digitally and saved as jpeg files (unless noted). Images will be submitted to the instructor via **Dropbox**. Photo Assignments are worth 100 points each. **See Photo Grading Rubric.**

Photo Exercise Grading Rubric

Assignments will be graded on a scale of **1 – 2** in four areas:

1. **Meeting Deadline** {2 Points}
2. **Fulfillment** {Following directions}
3. **Technical Proficiency** {Execution or how well you did it}
4. **Storytelling** {Your approach from the 1st image taken to the last shot}
5. **Caption/Cutline** {All images should have metadata info filled in}

For a total of **10 points** per assignment.

- NOTE: All assignments must be photographed during the **Spring 2021** semester. Any work submitted and found not to be taken during the appropriate semester receives a zero and is considered cheating.
- **HONORS CLASS DISCLAIMER:** The Honors syllabus is the same as a non-honors class with the additional of a photo-based project. Grading will be divided by 8 items, instead of the normal 7 items. However, failure to complete the honors project results in failure for the entire course

SUCCESS IN THIS CLASS MEANS:

A. Attend Class

1. You pick up a lot just by listening.
2. Have readings done in advance. The lectures offer more insight to what you already may know.
3. Ask questions! A lot of others probably have the same questions you do.

B. Turn in work on time

1. Late work, without a valid excuse, will result in a deduction to your grade.
2. Once you fall behind, it's hard to catch up.
3. If you're rushed in order to try to catch up, you WILL NOT do your best work.

C. Study

1. Review class notes first, book and supplementary materials second.
2. Think critically. Think of what things do or mean or how they function.

GRADING

ITEM	POINTS	FINAL PERCENTAGE
Attendance	100 points	12.5%
Chapter Tests (10qty X 100 points each)	1000 points	12.5%
Photo Assignments (5qty X 100 points each)	500 points	12.5%
Photo Exercises (15qty X 10 points each)	150 points	12.5%
Photographer Presentation	100 points	12.5%
Midterm Exam	100 points	12.5%

Final Exam	100 points	12.5%
Portfolio Presentation	100 points	12.5%
TOTAL	2150 points	100%

Grading Scale

A = 100 – 90%; B = 89.9 – 80%; C = 79.9 – 70%; D = 69.9 – 60%; F = less than 59.9 – 0%

CALENDAR of EVENTS

DATES TO REMEMBER

- Regular Classes Begin Jan 12 (Tu)
- [Martin Luther King Jr. Day Observed Jan 18 \(M\)](#)
- [Mid-Semester Examinations Feb 23 - Mar 1 \(Tu - M\)](#)
- [Spring Break Mar 22-26 \(M-F\)](#)
- Last Day to Drop a Course or Withdraw from the University Apr 16 (F)
- Last Day of Class Apr 29 (Th)
- Study Day Apr 30 (F)
- [Final Examinations May 3-7 \(M-F\)](#)
- University Final Examination Make-Up Day (if necessary) May 10 (M)
- Grades Due May 11 (Tu)

Tentative Class Schedule

WEEK	DATE	MODULE	READING	EXERCISES/PHOTO ASSIGNMENT	TEST
1	Jan. 10 to Jan. 16		Read Syllabus		
2	Jan. 17 to Jan. 23	MD1	Read Intro		
3	Jan. 24 to Jan. 30		Read Chapters 1 & 2		
4	Jan. 31 to Feb. 6	MD 2	Read Chapters 3 & 4	Photo Exercise 1 & 2	Test 1

5	Feb. 7 to Feb. 13	MD 3	Read Chapter 5 & 6	Photo Exercise 3 & 4 Photo Assignment A	Test 2
6	Feb. 14 to Feb. 20	MD 4	Read Chapter 7 & 8	Photo Exercise 5 & 6	Test 3
7	Feb. 21 to Feb. 27	MD 5	Read Chapter 9 & 10	Photo Exercise 7 & 8 Photo Assignment B	MIDTERM EXAMS Test 4
8	Feb. 28 to Mar. 6	MD 6	Read Chapter 11 & 12	Photo Exercise 9 & 10	Test 5
9	Mar. 7 to Mar. 13	MD 7	Read Chapter 13 & 14	Photo Exercise 11 & 12 Photo Assignment C	Test 6
10	Mar. 14 to Mar. 20	MD 8	Read Chapter 15 & 16	Photo Exercise 13 & 14	Test 7
11	Mar. 21 to Mar. 27	SPRING BREAK			
12	Mar. 28 to Apr. 3	MD 9	Read Chapter 17 & 18	Photo Exercise 15 & 16 Photo Assignment D	Test 8
13	Apr. 4 to Apr. 10	MD 10	Read Chapter 19 & 20	Photo Exercise 18 & 19	Test 9
14	Apr. 11 to Apr. 17	MD 11		Photo Assignment E	Test 10
15	Apr. 18 to Apr. 24	MD 12		Photo Assignment 5	
16	Apr. 25 to May 1			Portfolio Presentation	

17	May 2 to May 8	FINAL EXAMINATIONS			
18	May 9 to May 15				

NOTE: Although there are tests for chapters 17 and 20, there are *NO PHOTO EXERCISES* for chapters 17 & 20.

Spring 2021 COVID-19 University Syllabus Statement with Technology and Social Distancing/Protective Equipment Recommendations

University Syllabus Statement

Arkansas State University has made every effort to provide a safe and comfortable learning environment for our return to in-person instruction during the Spring 2021 semester. The University is following the most up-to-date guidelines set forth by the Arkansas Department of Health and the Centers for Disease Control and Prevention.

Given the uncertainty surrounding the continuing threat from the COVID-19 pandemic, we acknowledge there is potential for the interruption of in-person instruction during the course of this semester. While it is the goal of the institution to offer traditionally face-to-face classes, the social distancing measures arising out of the COVID-19 pandemic have caused many of the classes to be offered in a hybrid format this semester (i.e., a combination of face-to-face and remote modes of delivery). This means nearly every course offered will have a component where internet access is essential to course success. Students are strongly encouraged to secure Wi-Fi access they can use for the semester either on or off campus. The purpose for this strategy is to protect our students, faculty, and staff while adhering to physical distancing recommendations from public health officials while accomplishing the course learning objectives.

If the university transitions to all-online instruction, campus housing will remain available for students who do not have a safe place to move or who do not have access to the internet elsewhere. Students who leave campus will need to ensure that they have reliable access to the internet to continue their course work. Web cameras may also be required by instructors to facilitate remote instruction (**please see technology recommendations section below**). University officials will provide students with as much advanced notice and information as possible if the transition to all-online instruction becomes necessary.

Please remember, all official notifications are made through your official A-State email account, the university website, and Blackboard Learn. You are responsible for checking your university email to ensure you receive the latest updates regarding this course.

COVID-19 University Technology Recommendations for Students

Technology (hardware and software) and internet access will be key to course success in Spring 2021. Please check the following list to be certain you have the technology needed to be successful in your courses.

1. *Internet Access—You should make arrangements to have access to the Internet, preferably high-speed Internet, for the duration of this course. A wired, high-speed, Internet connections (ethernet cable), is highly recommended especially when taking a test.*
2. *Computer Operating Systems*

- For PCs: Windows 8+
 - For MACs: OS 10.13+
 - For Cellular Phones: iOS or Android
3. iOS Devices, any of these options should work; however, completing most course assignments will need a computer:
 - iPhone 6s or later, iPad Air 2 or later
 4. Android Devices, any of these options should work; however, completing most course assignments will need a computer:
 - Samsung Galaxy (S9+, Note 9+), Google Pixel (3A+), OnePlus (7T+)
 5. Software—You will be the most successful in this course if you have access to a computer with the following software installed:
 - Microsoft Office –**Excel, Power Point and Word**. . A-State has secured for you access to the latest MS Office software for both Mac and PC users. For more information, please visit the [software download](#) page where you will find other tools needed to be successful in this course.
 - Students are welcome to use Mac Applications such as Keynote, Numbers, and Pages, but please plan to convert these documents to the Microsoft file types prior to assignment submission. This course technology requirement also applies to Google Slides, Sheets, and Docs.
 - Browsers, Plug-ins, Players and Viewers—to take full advantage of all the features in this course, be sure you have the right technology at your fingertips. This includes:
 - Blackboard-supported browser - Firefox 60+, Chrome 74+, and Safari 12+ (Internet Explorer is no longer supported) are compatible with the current version of Blackboard.
 - [Acrobat Reader](#)
 - It is recommend running the [Blackboard Browser Check](#) to verify installed plug-ins on your computer
 6. Additional Computer Hardware: web camera, microphone, and speakers (can be internal hardware already available on your computer)