
COLLEGE OF IMAGING ARTS & SCIENCES

-----TOPIC OUTLINE FORM-----

Shell courses have very flexible course outlines that allow instructors to develop a specific focus and content for their particular Topic offered within the Shell.

In order for a new Topic within a Shell course to be scheduled, a completed, approved digital version of this form must be submitted to the Scheduling Officer by the scheduling deadline date for the term in which the topic will be offered. **No late submissions will be accepted.**

Procedure for proposing a new Topic:

1. Faculty proposing to offer a new Topic will complete this form and forward electronically to the Program Chairperson or Graduate Director for electronic approval.
2. The Program Chairperson or Graduate Director then secures the electronic approval of the school's Administrative Chair.
3. The Administrative Chair electronically forwards the form to the CIAS Curriculum Committee Chair (CIAS CCC) for review.
4. If electronically approved by the chair of the CIAS CCC this form will be forwarded electronically to the CIAS Scheduling Officer for processing. The Scheduling Officer will send an electronic copy to the to the school's representative on the appropriate CIAS College Curriculum Committee.

Course # PHAP-351 **Proposing Faculty** Patricia Russotti

Course title and topic title: **Studio Topics in Advertising Photography: Evolving Photo Workflow**

School: SPAS **Program:** Advertising

1st term offered: __Yes__ Check all that apply: __ online __ approval required
__ repeat for credit __ # times TOPIC offered

1.0 Course Designations and Approval

Required course approval	Electronic Signature	Approval Granted Date
Program Chair/Graduate Director	Susan Lakin	
School Administrative Chair	Mary Mulligan	3/9/2016
College Curriculum Committee Chair	Robin Cass	3/24/16

2.0 Course information:

Topic title:	The Evolving Photographic Workflow
Topic proposed by:	<u>Patricia Russotti</u>
Effective term scheduled:	<u>2161</u>

In the sections that follow, please use sub-numbering as appropriate (eg. 3.1, 3.2, etc.)

3.0 Goals of the TOPIC:

3.1 Introduce students to current photographic workflows 3.2 To enhance and build skill sets in image optimization 3.3 Review output options and the process of ideation 3.4 Develop advanced skills in photographic output 3.5 Develop research methodology and resources to cultivate output options and to maintain life-long currency in workflow and best practices
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4.0 Course number: PHAP - 351

Name of Course & Topic – Long Title Studio Topics in Advertising Photography – The Evolving Photo Photographic Workflow

Name of Course & Topic – Short Title : ST Ad Photo – Evolving Workflow

This class is designed for students who know the basics in photographic workflow and want to build their skillset to easily move between all aspects of ideation, image capture, optimization, post production, image management and output. An emphasis will be placed on the development of artistic voice in the context of this evolving climate. While mastering their craft, students’ will gain experience in using technology to expand what is possible in the photographic image, both technically and creatively. This class will include planning and developing ideas, image capture, (CaptureOne and Lightroom) optimization (Lightroom and Adobe Camera Raw), construction, manipulation (Photoshop), and image distribution. Proficiency in current and new technologies will push the boundaries of image making, augment a visual vocabulary, and expand creative expression for the successful distribution and consumption of images.

5.0 Possible resources (texts, references, computer packages, etc.)

5.1 “The Digital Negative” 2nd Edition by Jeff Schewe

5.2 “The Digital Print “ by Jeff Schewe

5.3 “Digital Photography Best Practices and Workflow: A Guide To Staying Ahead of the Workflow Curve” by Patricia Russotti and R. Anderson

5.4 Various online resources discussing current and evolving photographic technology

6.0 Topics (outline):

6.1 What does the “Evolving Photographic Workflow” mean

6.2 The importance of planning and making correct hardware and software choices

6.3 Review Best practices and current Photographic Workflow:

digital capture (tethered Lightroom and Capture One), image optimization, color management, asset management and output to substrates and screen

6.4 Techniques for image optimization, and manipulation

6.4 Resources that assist in staying current with technological advances

6.5 How to best use research techniques to expand visual concepts

6.6 Identify resources for continued education

7.0 Intended course learning outcomes and associated assessment methods of those outcomes

(please include as many Course Learning Outcomes as appropriate, one outcome and assessment method per row).

Course Learning Outcome	Assessment Method
7.1 Demonstrate photographic workflow consistency and proficiency	Assignments, Critiques
7.2 Produce multiple bodies of work utilizing current photographic workflow, best practices and output skills	Assignments, Critiques
7.3 Apply current best practices and techniques to photographic practice.	Assignments, Critiques
7.4 Demonstrate advanced visual concepts suitable for a variety of output options	Assignments, Critiques
7.5 Integrate new digital techniques into workflow	Assignments, Critiques
7.6 Produce highest quality output for substrates and screen	Assignments, Critiques

8.0 Program outcomes and/or goals supported by this course

8.1 Develop professional critical thinking and visual problem solving skills within a global perspective.

8.2 Identify the aesthetic, conceptual and technical skills necessary to develop a professional level applied photographic practice.

8.3 Integrate aesthetic, historical and theoretical perspectives into the conception, application and practices of chosen career path.

8.4 Recognize the responsibility for maintaining high legal and ethical standards when working professionally.

8.5 Develop the skills to work both independently and collaboratively in solving problems related to the application of technology and imaging.

10.0 Required Resources - Identify all resources needed to effectively teach this class and what students will need to complete the assignments. (Please provide detailed list of equipment, software, computer lab, data storage/retrieval requirements, special classroom, studio, shop, wet lab, work space or media requirements)

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| 10.1 Lab and lectures to be scheduled in one of the Kodak Labs with workstations that contain the current versions of Adobe Creative Suite® | |
| 10.2 Critique environment with appropriate lighting | |
| 10.3 Lecture must be scheduled at the beginning of the week, lab afterwards | |

Approval request date: This is the date that the college curriculum committee forwards this course to the appropriate optional course designation curriculum committee for review. The chair of the college curriculum committee is responsible to fill in this date.

Approval granted date: This is the date the optional course designation curriculum committee approves a course for the requested optional course designation. The chair of the appropriate optional course designation curriculum committee is responsible to fill in this date.