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| COURSE PREFIX/NO: | ARV 212 |
| COURSE TITLE: | DIGITAL PHOTOGRAPHY |
| LEC HRS/WEEK: | 3.0 |
| LAB HRS/WEEK: | 0.0 |
| CREDIT HRS/SEMESTER: | 3.0 |

[Distance Learning Attendance/VA Statement](#)
[Textbook Information](#)

COURSE DESCRIPTION

This course is a study of the principles, terminology, techniques, tools, and materials of basic digital photography. Images produced in this course will address the needs of the visual communication industry.

COURSE COMPETENCIES

Upon successful completion of this course, a student should be competent to perform the following tasks:

Module 1: History of Photography and the Digital Darkroom

- Recognize and contrast the historical technologies of photography.
- Discuss the difference between film cameras and digital cameras.
- Define the basic setup for a digital darkroom in a typical photographic studio.
- Discuss the manual settings and terminology of the camera.
- Discuss how shutter speed, aperture, and ISO work together.

Module 2: Composition, Image Capture and Acquisition

- Discuss how to achieve ideal composition and perspective in photographs.
- Create depth with foreground and background relationships.
- Capture how light affects the environment at different times of day.
- Transfer images from camera to computer in using several methods.
- Employ acquisition applications when searching and organizing libraries.
- Create and maintain an organized archive system for a library of images.

Module 3: Documentary & Studio Photography

- Select and modify a portion of an image to be copied and placed in another layer.
- Discuss how to invoke emotion through your photographs.
- Demonstrate how to properly set up studio equipment and lighting.
- Capture ideal product shots by adjusting lighting and perspective.
- Adjust curves to change highlight and shadow values.
- Create color corrected examples by using variations and layer modes.
- Create copyright marks on digital images.

COURSE REQUIREMENTS

All students are responsible for attaining competencies through completion of the following course requirements:

- attending class
- bringing required media and text to class
- completing all tests and projects
- completing assigned exercises in class or outside of class
- completing lab assignments and digital portfolio (PowerPoint)
- reading assigned materials, in text or on the Internet

ATTENDANCE POLICY

The attendance policy as stated in the *York Technical College Catalog and Handbook* will be enforced. Attendance is required on test days unless the student has a doctor's excuse, death notice, etc., indicating an unusual circumstance for absence. If a student knows that he/she must be absent on a test day, the student should make arrangements with the instructor to take the test before the absence.

ACADEMIC INTEGRITY

The policies stated in the *York Technical College Catalog and Handbook* will be enforced. Any student violating the policy will be subject to academic discipline. Anyone caught cheating will automatically get a grade of zero for the assignment.

A minimum grade of C is required for the Digital Design Certificate.

GRADING SCALE

| <u>Module 1</u> | | <u>Final Project</u> | | <u>GRADING SCALE</u> |
|-----------------|-----|----------------------|-----|----------------------|
| Test(s) | 5% | Project(s) | 35% | A = 90-100 |
| Project(s) | 15% | Presentation | 5% | B = 80-89 |
| <u>Module 2</u> | | | | C = 70-79 |
| Test(s) | 5% | | | D = 60-69 |
| Project(s) | 15% | | | F = Below 60 |
| <u>Module 3</u> | | | | |
| Test(s) | 5% | | | |
| Project(s) | 15% | | | |

ENTRY-LEVEL SKILLS

The student should be familiar with basic PC operation. The student must be able to read and comprehend assigned material.

PREREQUISITES

ARV 110: Minimum grade of "C"

CO-REQUISITES: None

Disabilities Statement: Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Special Resources Offices (SR) at 803-327-8007 in the 300 area of Student Services. The SRO coordinates reasonable accommodations for students with documented disabilities.