Digital Photography I                                                                 Syllabus 2016-2017
MVROP / Mission San Jose High School
Instructor: Bruce Farnsworth
Email: bfarnsworth@mvrop.org
MVROP instructor website
Mr. Farnsworth’s professional website

SYLLABUS

Course description from the MVROP “Course Flyer”

Study of digital photography encourages conceptual thinking and creativity. Explore hands on digital photography fundamentals to include: Adobe Photoshop, lighting, set design, studio configuration, camera operation, software interfaces, color management, photo editing, and compositing.

Course description from Mr. Farnsworth, Instructor

Part One of the course provides fundamental competencies in digital camera, dSLR and cellphone camera use, photographic design, working practices and digital manipulation. Students will become conversant in the making, uploading and editing their work in a professional workflow. Participants will learn strategies for making better photographs of people in a variety of settings. Students will demonstrate understanding of photographic design and get hands-on experience with a range of equipment such cameras, lenses, strobes, scanners, printers and image capture devices. Many of the assignments in semester one are exploratory, offering practice of new techniques with grading based as much on effort as final product.

Part Two of the course will move towards specialized techniques for photography in industrial, professional and media settings and the development of a personal portfolio. Students will develop skills of the professional marketplace. There will be increased emphasis placed on larger personal projects to meet specific goals and the use of visual arts concepts and terms to describe, refine and present work.

Students will be introduced to all aspects of the photography industry such as selecting/testing/maintaining equipment, developing a market segment, image-making, editorial workflow, intellectual property and copyright, marketing/social media/networking, photography website design and preparing/submitting/pricing/selling work. Students will be exposed to hands-on skills in commercial photography, corporate and non-profit storytelling, documentary and editorial photography, advertising and product photography, time-lapse imaging, medical photomicrography, museum/conservation methods, product photography, and other areas.

Students will produce a portfolio of their photography, complete a resume, write a letter of intent for employment, and complete an employment or internship application. In
coordination with his technical advisors, Mr. Farnsworth will be developing select opportunities for student internships in the second semester and following the course.

**MVROP courses are “real-world” comprehensive professional education**

Digital Photography I is designed for career technical and pre-professional students. Along with the technical exercises, we will discuss issues and trends in digital photography today and discuss business/legal skills related to the technology. You will learn how to establish terms for the delivery and sale of photographs, including how to license rights to your work and prepare a digital invoice – all of this following the same industry standards that your instructor Mr. Farnsworth follows in his own professional photography work today.


**Some of the concepts covered in the course:**

- Photographic design and lighting
- History of photography & historical images
- Camera and lens design, selection, operation and maintenance
- Studio photography and working with models
- Professional photography business practices
- Genres of photography and leading photographers
- Developing an area of specialty
- Intellectual property, ethics and photographer/subject rights
  - The business and legal side of photography
- How to create & sell marketable work
- The working methods of professional photographers
- Issues & trends in digital photography today

**This course is UC-approved and there is a writing requirement**

In two short MLA-formatted research papers, you will have the opportunity to explore the work of a digital imaging genre or artist that you admire and to examine the legal, ethical or business aspect of digital imaging.

**Portfolio**

Students will produce a portfolio of their work, complete a visual or graphic resume, and complete an internship or employment application with letter of intent. The portfolio will be presented in digital format and there may be an opportunity to present as a webpage. Students will be required to show portfolio progress at mid-year.
The Importance of Photography & Visual Learning in Your Life

I want my students to develop critical thinking skills as they learn to conceive, compose and refine their digital photographs and images. I encourage students to expand their visual literacy as they reflect on the outcomes of their work using language of the visual arts. Students will examine the work of other artists, participate in art-based critiques and prepare work for presentation, publication, contests or local exhibits.

Today, many teenagers are eager to discover new ways to create and share their images. Building on that enthusiasm, my goal is to help students identify their interests and prepare them for applications of photography in internships, university study and their career fields.

We’ll start with the foundations: the principles of photographiv design and lighting and move into more technical areas and apply them in studio and outdoor settings. We will survey the growth of digital photography and discuss its contributions to society.

Research supports the impact of visual arts study in improving cognitive skills across the curricula and STEM majors will also benefit! Companies like professionals who can inject some visual awareness into project meetings full of technocrats. Engineers can do better work if they express their ideas visually, if they understand both side of the brain and both ends of the production line. This class will enhance your observation skills and give you a more discerning view on the use of images and media in society today.

Bring your ideas and they may be incorporated into a class assignment!

Career & Technical Education: A Professional Orientation

Digital photography is integral to the hi-tech industries of the three districts served by the MVROP, the Silicon Valley and the greater San Francisco Bay Area. Current uses of digital photography in industry related to patent development, documentation of production workflows, analysis of manufacturing and engineering processes, product design, publicity, advertising and other media.

Companies, non-profits and professionals of all fields rely on strong photographic images and websites for an online presence. Prospective employees who are trained in digital photography, rights management and issues related to intellectual property bring valuable cross-training to the corporate environment and reduce the need for outsourcing labor.

Woven into the curriculum are discussions on the ethical, legal and practical implications of digital photography. For program and curriculum design, and the selection of related equipment, software and didactic materials, Mr. Farnsworth relies on an advisory panel of colleagues familiar with the applications of digital photography in the businesses, industries and organizations of the greater San Francisco Bay region.
**Methods of Instruction**

A variety of formats for learning will be offered to help students meet the course objectives, such as live demos, online tutorials, projects, lectures, film/video, class presentations and critiques. I place an emphasis on mentoring and coaching and I want students to create work that is personally meaningful, technically precise, and aesthetically pleasing.

Class time consists largely of hands-on demonstrations after which students are given time to complete assignments and projects on their own (demo > guided practice > independent practice. Generally, students are expected to complete all digital photography work during class time though, on occasion, students may need to make photographs in their community or bring materials to scan or incorporate into projects.

**Google Rocks!**
This course relies heavily on both shared and private drive spaces established within the MVROP Google Drive space. Mr. Farnsworth is working to create a full-blown Google Classroom for the course that will facilitate the submission and grading of student work.

Lessons, tutorials, sample images and other information are provided to students in shared class folders. Students, in turn, create electronic folders for the storage and submission of their work which is shared privately with the instructor.

Be sure to check SchoolLoop. Mr. Farnsworth has found that to be a nice place to post assignment descriptions and completed images from former students that serve as examples of A-quality work. Mr. Farnsworth also provides detailed rubrics for larger projects and assignments.

**Final Portfolio**

Students will create a portfolio of 10 of their strongest pieces and one of those pieces will be a photographic essay consisting of 10-12 strong images (edited down from many more). Additionally, students will create a photographic resume and sample job application in the second semester. This application can relate to either an upcoming internship, university admission or simulate a career position application. Students will insert their course completion certificate into their portfolio as well.

**Certification**

Students who earn a C grade or higher will receive a Digital Imaging I Certificate of Completion from the Mission Valley Regional Occupational Program (MVROP). Students may also complete this assessment by Precision Exams to obtain additional certification in Digital Photography.
**Field trip plans**

Mr. Farnsworth is hoping to establish a field trip. This would entail taking the BART to San Francisco. More details will follow if that is confirmed and then the corresponding permission slips, etc. will be provided so that parents/guardians, chaperones (and other teachers) can plan for this.

**One more thought**

Occasionally, students will study the work of another digital imaging professional or artist on the internet, in printed media, or on DVD/videos. A study of any images studied in class is only for the purpose of studying a photographer’s style, viewpoint or technique. In the classroom, I encourage students to be respectful and tolerant, celebrate creativity and promote intellectual freedom.

**Grade Breakdown** (approximate, unweighted and subject to change)  
(*Late assignments may be turned in for a 15% lower grade*)

*Here is the approximate breakdown:*

- 40%: Projects
- 40%: Daily Assignments (skill building, completion of tutorials, Assignment or image prep activities, reflections, critiques)
- 10%: **Work ethic and attendance.** Student may lose points each day. Examples of poor work ethic include, but are not limited to, tardiness, cellphone use, food/non-water in class, being out of seat, excessive talking or disruption.
- 10%: Portfolio development (first semester) and final portfolio (end of year)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>&gt;100</td>
</tr>
<tr>
<td>A</td>
<td>93</td>
</tr>
<tr>
<td>A-</td>
<td>90</td>
</tr>
<tr>
<td>B+</td>
<td>87</td>
</tr>
<tr>
<td>B</td>
<td>83</td>
</tr>
<tr>
<td>B-</td>
<td>80</td>
</tr>
<tr>
<td>C+</td>
<td>75</td>
</tr>
<tr>
<td>C</td>
<td>73</td>
</tr>
<tr>
<td>C-</td>
<td>70</td>
</tr>
<tr>
<td>D+</td>
<td>67</td>
</tr>
<tr>
<td>D</td>
<td>64</td>
</tr>
<tr>
<td>D-</td>
<td>60</td>
</tr>
<tr>
<td>F</td>
<td>&lt;60</td>
</tr>
</tbody>
</table>

*Note: Late assignments may be turned in for a 15% lower grade.*
Mission Valley ROP Expected School-wide Learning Results (ESLR’s)

Upon successful completion of this course, each student will demonstrate:

Workplace Basic Skills and Behaviors
- Apply skills learned in class
- Analyze information and make decisions
- Communicate verbally and in writing
- Work independently and as a team member in a diverse workplace
- Work reliably, responsibly, and ethically

Career Technical Skills
- Demonstrate occupational competencies
- Use appropriate technology
- Understand and practice occupational safety standards
- Demonstrate an awareness of how a business or industry functions

Job Employment Skills
- Develop a plan to achieve career goals
- Use effective job search strategies
- Demonstrate an awareness of the importance of lifelong learning

Classroom Rules and MVROP Professional Behavior

Violations of these rules will result in a loss of work ethic points

- **Be on time and come prepared** – students must be in their seat when the bell rings and stay in seat unless dismissed for other activities, and will remain in their assigned seat until the bell rings or otherwise dismissed by Mr. Farnsworth

- **NO FOOD OR DRINKS** (with the exception of bottled water, capped and kept on the floor) will be allowed in Mr. Farnsworth’s classroom.

- **Cell phones and personal electronics turned OFF put inside zipped backpacks**
  School policy prohibits the use of cell phones in class and all cellphones, iPads and personal electronic devices must be turned off and placed inside a zipped purse or backpack at all times in class. Mr. Farnsworth will let students know when cellphone cameras may be used for photography during assignments and they remain out only long enough for images to be uploaded to Google drive.

- **Safety and responsibility** – Any behavior that endangers others, school facilities and equipment can result in permanent removal from the class.

- **Be respectful** – Show respect to yourself, your peers and your teacher.

- **Hall pass / Restroom use** – Restroom breaks are discouraged during the first and last 10 minutes of class. Students must carry the official laminated hall pass of MSJHS Room E7 when authorized to be outside the classroom.
Note: All students are expected to be familiar with and follow the student policies of Mission San Jose High School (MSJHS), the Fremont Unified School District (FUSD) and Mission Valley Regional Occupational Program (MVROP).

**Attendance Policy**

Mission Valley ROP’s mission is to prepare students for employment and career preparation via post-secondary educational opportunities. Just as in business and industry, where employees are expected to show up on time every day, MVROP students are expected to show up on time every day.

**Absences & Make-up Work**

Make-up assignments will be given for excused absences only, which include medical, legal or bereavement circumstances.

It is the student’s responsibility to make-up work and it is the student’s responsibility to let Mr. Farnsworth know of any planned excused absence in advance and to visit Mr. Farnsworth immediately upon return to class to request the missed assignment(s) or make-up assignment(s). For those assignments that were assigned during the absence, the student will have as many days to complete the assigned work as the student was excused absent.

Failure to complete make-up assignments will adversely affect your grade. If you are tardy or miss Digital Imaging class multiple times, you will lose units of credit and your grade will be adversely affected. This is a rule common to the MVROP classes.

**Be advised that credits are earned by attendance**

Students must arrive on time to class. Talking on a cell phone or having personal conversation outside the class is unproductive and will be considered a tardy. The same thing applies to students returning late from break or lunch. Tardiness reduces instructional time and is disruptive to the classroom. Unexcused tardies will result in a loss of work ethic points and excessive tardiness may prevent the student from receiving a course completion certificate.

**Deficiency Notices**

These are issued when it is evident that a student is in danger of failing or has earned a C-. In addition, parents will receive a telephone call and/or letter from the instructor.

**“I” grades (Incomplete Grade)**

“I” grades are issued on rare occasions and only for emergencies and special circumstances. It is the student’s responsibility to complete the work by the deadline stipulated in the Student Contract Form.
To receive an “I” grade, the student:

- Must have demonstrated great effort in the class
- Should have completed 80% of the class work;
- be in good academic standing
- Must have good attendance, and positive work habits

Failure to submit incomplete work by the deadline will result in an automatic “F” letter grade. The instructor will not be responsible for reminding the student of his/her responsibilities.

**Academic Honesty Policy (Cheating is prohibited)**

Mission Valley ROP is committed to preparing students for the workforce by imparting both technical skills and business acumen. Mission Valley ROP does not condone cheating. Several measures are in place to confirm that student work is submitted by the same person who originally completed it and only once, including the use of digital signatures, file creation dates, pixel comparison and other techniques.

Any student caught cheating on an exam or copying the work of another student will be given one warning and a failing grade on that assignment. Any subsequent incident will result in termination from his/her Mission Valley ROP program, a failing grade, and loss of credits.

**Classroom Facilities Use**

Students are expected to use class time and classroom equipment responsibly. We have state-of-the-art computers with the latest versions of the software we will use in this course. You must use the classroom computers even if you have the software on a personal laptop or home computing device (if you are a Mac user normally, you will become comfortable on the PC). If a computer is not functioning, the student will be reseated at a working classroom computer if possible. Students who do not complete work (either the current assignment or next one, either photography or other subject matter) on our classroom computers during class will lose daily work ethic points.

NO food or edible substance (nutritional or otherwise) may be consumed in the classroom and the only beverage permitted is bottled water kept capped and on the floor at all times. If ever you are unsure about the use of any equipment or have a question related to its use, please ask Mr. Farnsworth immediately.

printing, the students should consider the MSJ library printers as corresponds with their policy.

\*

**Camera & Studio Use**
MVROP will provide you with a digital camera for use on campus
Students are not required to purchase a digital camera for this course. Mr. Farnsworth will assign student to use either their cellphone camera or one of the classroom cameras. This classroom will provide either a digital single-lens reflex (dSLR) or compact digital camera to each student to complete assigned photography during classtime. In several assignments, student will be asked to use their cellphone camera. Mr. Farnsworth will only loan a classroom camera to the Digital Photography or Digital Imaging student who has completed and signed with parent(s)/guardian(s) the equipment loan/damage/loss agreement. Cameras may be loaned to students for off-campus use at Mr. Farnsworth’s discretion.

However, if the student has existing access to a digital camera for his or her assignments, that can certainly facilitate productivity. Students, or their families, who may be wanting to purchase a camera anyways, will benefit from the information shared in this class related to the selection and purchase of digital photography equipment.

As much as possible, I will inform students in advance of days when they will be making photographs, so that they can have their camera ready, however I cannot provide storage for personal cameras or any personal student equipment in the classroom.

Important Reminder
The student is always encouraged to make images at the highest resolution or quality setting available on his or her cellphone camera, dSLR or digital camera. Students should always check that they are using the proper equipment and settings before images are captured.

No Camera Required … but donations to the program welcome
Should a family member, neighbor or coworker of a parent be upgrading a digital camera, the MVROP Digital Photography program at MSJHS will gladly accept a donated camera to increase the number of cameras available for students. NOTE: Donated cameras should be accompanied by the corresponding proprietary battery(ies), battery charger and perhaps one or more memory cards (with photographs transferred off/removed prior to donation). Mr. Farnsworth will provide a letter of gratitude to the donor on MVROP letterhead acknowledging the value of the equipment donated for tax deduction purposes.

Classroom printing of images
The classroom will have one or more professional-grade color printers capable of making prints to 11x17 inches on archival, gallery-quality paper. Students will be given training in photography, editing, and color space/calibration to produce the best images possible.

Students will be assigned to print some assigned work and selected “exhibit quality” photos may also be printed for classroom displays, photo shows, and competitions. However, students will only be eligible to print an image after a small proof print has been made and Mr. Farnsworth says the image is “fit to print.”

Again, student should make photographs at the highest resolution possible on the classroom dSLR cameras or at high enough resolution and with proper techniques learned
in this course to help ensure their images are eligible to print, publish, exhibit, enter in competition or place into their portfolio.

The HP black and white printer near Mr. Farnsworth’s desk is reserved for his use in preparing teaching materials. For all other school-related printing, the students should consider the MSJ library printers as corresponds with their printing policy.

**No Textbook**

At this time, there is no required text to be purchased by students for the class, however instruction draws frequently from live demonstrations, selected readings and online tutorials.

**No Shop Fee**

There is no shop fee for Digital Photography (2016-2017) as all equipment, software and replenishables (e.g. batteries, memory cards, printing paper, etc.) will be provided to the students. We may solicit donations to support the cost of field trip transportation. but no student will be denied a field trip for lack of funds or donations.

**A few of Mr. Farnsworth’s favorite references**


**Digital Photo Pro**, a magazine targeting the professional photographer and focusing on digital photography equipment, software and techniques.

**Blue Earth Alliance**, Based in Seattle, the Blue Earth sponsors Mr. Farnsworth’s two documentary projects, “Fracking: Forgotten on the Bakken” and “Headwaters of the Amazon.” The organization was founded by Natalie Forbes, who during 20 years with National Geographic magazine, photographed five assignments related to the oil spill of the Exxon Valdez tanker in southeast Alaska.

The Blue Earth publishes the excellent guide “Shooting from the Heart” (PDF 7.5Mb) to help documentary photographers describe, plan and seek funding for their work.