



## **PHO 2356.01W - Intro to Digital Media**

COURSE SYLLABUS: SPRING 2023

\* Online \*

**Instructor:** Brandon J. Hudson, MFA

**Office Location:** WTFA 221

**Office Hours:** Tuesday/Thursday – 11:00 – 12:00 or by appointment

**Office Phone:** 903-886-5208

**University Email Address:** brandon.hudson@tamuc.edu

**Preferred Form of Communication:** Email

**Communication Response Time:** within 48 hours

### **COURSE INFORMATION**

#### **Course Description**

Introduction to Digital Media (IDM) is an intensive semester-long course in which you will learn the technical and conceptual tools to understand the basics of digital media as well as begin to learn the language of the visual imagery.

Using a free website, you will also learn to communicate and present your work to a wide audience.

#### **Student Learning Outcomes**

At the conclusion of this course students should be able to demonstrate the following:

- how to edit and archive digital files using digital asset management software (Lightroom and Photoshop)
- an understanding of the photographic vocabulary
- how to analyze and interpret photographic images
- effective critique by participation in critical evaluation regarding your own work and the work of others
- create a professional digital portfolio of images

#### **Materials – Textbooks, Readings, Supplementary Readings**

Software Required: Adobe Photoshop and Lightroom (accessible through school email)

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account) additional Apps to be determined

Digital Camera: Students may use a Digital SLR Camera, Digital Point-and-shoot, or a Smartphone camera for this course

Computer with capability of running Adobe Software (Mac computers are available to use in our Photo Mac lab during specific times in the Wathena Temple Fine Arts building). You will need to make arrangements with me in order to use these computers.

Memory Cards: If using digital cameras - i.e. Compact Flash (CF), Secure Digital Card (SD card).

External hard drive: Highly recommend to keep your files saved and backed-up  
*(two hard drives would be better for backup system)*

Optional Textbooks: **Digital Media & Society**, Lindgren  
**A Short Course in Photography** – Digital, London and Stone, 4<sup>th</sup> edition

**The Medium is the Massage**, McLuhan & Fiore

*Additional Readings: TBA throughout the semester*

## **COURSE REQUIREMENTS**

### **Instructional / Methods / Activities Assessments**

- This course will consist of a series photographic and digital assignments to assist you in achieving the objectives of this course. Most weeks you will work on various combinations of shooting, editing, file management and participating in critiques and discussions.
- This will be a fun learning experience so please bring your energy and enthusiasm and a willingness to share into this class. It is important to participate in the D2L Discussions and turn in your assignments on time.
- Each assignment you are expected to submit your images, contact sheets and/or webpage links into D2L. In addition to submitting your work, you will also be required to submit a final digital portfolio of your best work by creating a free website. You will be graded on the quality and content of the images, as well as the effort you put into making it.

### **Student Responsibilities:**

With an online class, you have a lot of freedom for when you can participate. I expect you all to be checking in on this class at least twice a week and to keep up with all of the assignments, readings, demos and tutorials on your own. I am able to see the dates of your last login so can tell if you haven't been following along. Please be careful not to fall behind or lose track of things.

If you have any issues or need more assistance with learning the content of this course, it is up

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to you to contact me and let me know that you need help. I will be more than happy to go through things with you one-on-one via Zoom or in person at the Photo Mac Lab on campus until you understand how to do something. Do not hesitate to ask.

## GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

### Assessments

Written Assignments & Discussion Participation - 15%

Project Assignments - 70%

Final Portfolio (Website) - 15%

Your final grade will be derived from the following sources:

#### 1. **Written Assignments & D2L Discussion Participation:**

The way you participate in D2L discussions & critiques is extremely important. You should put in a lot of effort to get your ideas across clearly and provide insightful feedback. With the online critiques, it is important to express your thoughts and feelings about the images being presented. You will get more out of this class the more you put into it, so keep up with the readings and tutorials and share comments or questions with the class to help us have a broad dialogue about everything we learn in this course. We have 2 Written Assignments in this course.

#### 2. **Project Assignments:**

You have 7 project assignments in this course. They will be assessed based on how well you grasped the techniques needed for it, as well as the level of interest that your work has. Each assignment, unless otherwise noted, will be given a numerical grade. The works technical and conceptual ideas will be considered. I will provide the Grading Rubric for each assignment so you will have a better idea of how your grade is calculated.

#### 3. **Final Portfolio:**

Students will submit a final portfolio in digital format by creating their own website using a free website-builder. Visual interest, ease of use and overall quality of work will determine your grade.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures/Policies

#### Expectations

You are expected to shoot new pictures for this class. You are expected to participate in all assignments and critiques. Since this class is online, you are expected to communicate with me if you have any issues regarding this class and the content.

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### **Due Date**

All assignments and exercises are due on the date and time given by the instructor. Work must be finished on time so we can include it in the critique which is where you get to share your work and receive feedback from everyone. It's your time to show off your skills! If you miss a deadline I will reduce points off of your assignment grade. Assignments will not be accepted if they are more than a week late, unless you have a reasonable excuse. All images must have been shot and edited this semester for this class only.

### **Attendance**

Attendance will be based on if you are keeping up with the 7 main assignments and posting on our discussion boards. For every assignment not turned in on time, you will be counted absent.

**Note: A total of 4 absences can result in a failing grade ("F") for the course or dropped from the class.** Excused absences are listed under Class Attendance (A13.02) in the A&M-Commerce Procedures. Verifiable excuses for absences must be turned in to the instructor.

## **TECHNOLOGY REQUIREMENTS**

### **LMS**

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

### **ACCESS AND NAVIGATION**

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

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## COMMUNICATION AND SUPPORT

### Technical Support

If you are having technical difficulty with any part of D2L (Brightspace), please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

### Interaction with Instructor Statement

Please contact me through email: [brandon.hudson@tamuc.edu](mailto:brandon.hudson@tamuc.edu)

You may stop by my office at Wathena Fine Arts 221, but appointments are encouraged to make sure I'm there.

## RESOURCES:

- **Some Camera Resources:**

Competitive Camera, Dallas

Adorama, <http://www.adorama.com>

B&H Photo, <http://www.bhphotovideo.com>

Freestyle, <http://www.freestylephoto.biz>

- **External Hard Drive Resources**

Be sure to get an external hard drive that is compatible with MAC computers and/or MAC and PC if you work with a PC outside of class

General Photography Resources:

<https://www.aclu.org/free-speech/know-your-rights-photographers>

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## UNIVERSITY SPECIFIC PROCEDURES

### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

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## **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

## **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

## **Students with Disabilities-- ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gege Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

## **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

## **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have

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been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

## **COURSE OUTLINE / CALENDAR**

The Instructor reserves the right to make adjustments and changes to this calendar. Any changes will be mentioned in class or via email.

### **Calendar:**

- WILL BE AVAILABLE ON THE 1<sup>ST</sup> CLASS MEETING

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