



PHO 2356 Introduction to Digital Media
COURSE SYLLABUS: Fall 2024
< Asynchronous Online >

Instructor: Rob J Phillips, MFA

Office Location: Zoom meeting only (No Camera Required)

Office Hours: Thursdays 1:00 – 2:00 pm by appointment

University Email Address: robert.phillips@tamuc.edu

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 and begin to learn the language of visual imagery.

Student Learning Outcomes:

After this course, students will be able to demonstrate competency in the following:

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

COURSE REQUIREMENTS

Materials –

Textbooks, Readings, Supplementary Readings:

- Due to the rising cost of photo textbooks that are outdated by the time of publication, there is no mandatory text. Instead of a textbook, it is recommended that students get a Lynda.com account, an online tutorial for software and photographic information.
- In addition to supporting your learning of the software Lynda has good short courses about photography if you're deeply interested. We will cover the basics.

- Some recommended books that might be helpful are
 - Digital Media & Society, Lindgren
 - A Short Course in Photography. London and Stone 4th Ed.
 - The Medium is the Message, McLuhan and Fiore

Readings:

- TBA throughout the semester, though there are no textbook requirements, there will be a reading assignments now and again, using some online resource materials. No costs.

Software:

- Adobe Lightroom and Photoshop (free access using your university email login credentials)
- Additional software to be determined

Equipment:

- Digital Camera: A camera such as a DSLR, point-and-shoot, or smartphone are acceptable.
- Computer: Must be capable of running the Adobe software mentioned above. iMac computers are available in the Photo Lab in the Wathena Temple Fine Arts building on the 2nd floor. Check with the camera checkout room for access times.
- Memory Cards: You will need one for the DSLR if you choose that sort of camera (either an SD or CF type card...depending on the camera).
- External Memory: This is a thumb drive or external hard drive. Either will plug into a USB port for copying and storing your classwork files. Be sure to backup, the excuse of lost files will not be accepted. If files are lost the work will still be due, with a penalty if past due. Please backup your work. ** An alternative to thumb drives and external hard drives that I use is iCloud or OneDrive, or Google Drive. They can all be accessed from anywhere, so you can use what you're familiar with. Speak with me if you need guidance on accessing either of them. Google Drive is my last choice because of space limits.

Instructional / Methods / Activities Assessments

This course will consist of a series of photographic assignments and exercises to assist you in achieving the objectives of this course. Each week you will work on various combinations of technical in-class assignment, making photographs, printing, and participating in critiques and discussions. And, the occasional read and comment on articles about photography.

My intention is for you to have a learning experience that is fun, but you have to bring your energy and enthusiasm into the picture (pun intended). Participate in the discussions and deliver your assignments on-time. It will be your responsibility to get to the lab if needed for your assignment.

You have to manage yourself, your schedule, your plan...there is no class meeting to help give you structure. But there will be deadlines. I just want to help prepare your thinking, not give you any cause to feel dread. Let's work together toward your success, and the best grade you can get.

For each project, you will submit digital files and present the work to the class on D2L. We will critique our own work, and the work of our cohorts. Be prepared to learn new terms and new ways of looking at things.

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

Assessment:

Reading Review/Discussion 25%

Assignments 40%

Projects 20%

Final Project 15%

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement: Please contact me through email.

Email: robert.phillips@tamuc.edu

Office Hours: Via Zoom Only By appointment on TR 1 – 2pm

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:

Procedures & Policies for Submission of assignments

- A. All work must have been created this semester for this class only – *this is a university rule.*
- B. All assignments are due on the date and time given by the instructor. Late work will be accepted up to one week past the deadline and will be reduced by one letter grade. Assignments will not be accepted if they are more than a week late, except for extenuating circumstances, *as determined by the instructor.*
- C. Photo lab for computer use and printing (if desired), as well as camera equipment, are available on the 2nd floor of Wathena Fine Arts building.

Attendance:

Attendance is required and is recorded via participation in discussions, and responding to attendance checks. Every student will be responsible for all information given each week.

Attendance is critical for your success in this course. Please contact the instructor in advance of any absence. Because of the importance of attendance, a total of 4 unexcused absences from any class meetings will result in the student being withdrawn from this course or receiving a failing grade("F"). 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.

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.

Handbook & Safety

While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester. A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/>

Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend. A link to the online form: <http://dms.tamuc.edu/Forms/ArtLabPolicy> *This must be completed on-campus while using the University wifi or ethernet connections.

University Specific Procedures:

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. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](http://www.albion.com/netiquette/corerules.html)
<http://www.albion.com/netiquette/corerules.html>

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 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

(<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). 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.

ADA Statement

Students with Disabilities

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
Gee Library- Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: Rebecca.Tuerk@tamuc.edu

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)
<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.

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.

**** The class calendar will be available on D2L Sept 1st 2024**

RECOMENDED RESOURCES

Camera Resources:

- Competitive Camera, Dallas;
- Arlington Camera, Arlington;
- B&H Photo (web),
- Amazon (web),

External Hard Drive Resources:

- Amazon: SanDisk Professional 5TB G-Drive ArmorATD
(1TB \$85, 5TB \$154)
<https://a.co/d/8u7omfW>
- B&H Photo: <http://www.bhphotovideo.com>

General Photography Resources:

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