PHOT 0080 - COLOR PHOTOGRAPHY

Catalog Description

Prerequisite: Completion of PHOT 78 or PHOT 75/AAD 75 with grade of "C" or better
Hours: 72 (36 lecture, 36 activity)
Description: A concentration in the study of the history of color photography, color theory, color symbolism, and color as a communication element in photography. Composition, exposure, and theme in creating expressive color photographs also covered. In-depth study of camera usage, lighting, and digital processing techniques to produce accurate color and the creative use of color. Implementation of a color-managed workflow to produce accurate color from digital capture to print. Students create digital prints and slideshows utilizing the expressive use of color. Students must provide a digital camera. (CSU, UC)

Course Student Learning Outcomes

- CSLO #1: Calculate proper exposure for various lighting situations, and evaluate and process RAW capture files for accurate color, contrast and tone.
- CSLO #2: Investigate color theory, elements and principles of art, color, photographers, and historical discoveries related to color photography.
- CSLO #3: Create digital images that exemplify various color concepts and styles.
- CSLO #4: Assess visual communication and storytelling through script writing, storyboards, photographs, and multimedia presentations.

Effective Term

Fall 2018

Course Type

Credit - Degree-applicable

Contact Hours

72

Outside of Class Hours

90

Total Student Learning Hours

162

Course Objectives

Lecture Objectives:
1. Analyze color theory, its historical context, and its contemporary use in digital photography.
2. Summarize milestone historical discoveries in color photography.
3. Identify distinguishing features of photographic genres and important historical and contemporary color photographers.
4. Demonstrate the influence of changes in color of light based on the time of day.
5. Recognize elements and the principles of art in visual examples and assignments.
6. Create a script and storyboard for a visual story.
7. Assess visual communication and impact in assigned images and visual stories.
8. Capture digital images that exemplify color concepts, styles, and symbolism.
9. Critique the contextual experience of color found in different societies and cultures.
10. Create accurate digital color prints using a color-managed workflow.
Activity/Laboratory Objectives:
11. Compare and contrast common file formats.
12. Prepare Camera Raw images.
13. Appraise and adjust color and tone in digital files.
14. Demonstrate advanced digital color correction techniques.
15. Create images with the creative use of color techniques.
16. Produce color accurate prints using a color-managed workflow.
17. Prepare image sequencing for story telling using image cataloging software.
18. Utilize projection equipment, script, storyboard, and photographs created during the course to produce digital slide presentations.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable
- UC Transferable

Methods of Evaluation

- Classroom Discussions
  - Example: Following the reading homework on color symbolism, the instructor presents a video to the class that also addresses the relationship between language acquisition and the naming of colors. The instructor then engages the class in a conversation about their perception of culture and color, and has the students each write down 2 topics that were pertinent to the discussion.
- Objective Examinations
  - Example: The students are assigned a reading on the historical advances of color photography. A 20 question multiple choice quiz is given to assess their retention of the material. Standard Grading. (Objective 2) Example Question: Which of the following is remembered as the inventor of a method for reproducing colors by photography? A. Gabriel Lippmann B. Edmond Becquerel C. Levi Hill D. None of the above
- Projects
  - Example: Following a lecture on Color Theory and it's use in photography, the students are given an assignment to produce 4 separate images that demonstrate: 1) Color Contrast 2) Analogous Harmony 3) Dominant Color 4) Monochromatic Color. A grading rubric is created to evaluate each image based on the following criteria: 1) Addressing Color Theory 2) Technical Attributes 3) Creative Efforts
- Reports

- Example: Students are assigned a historical or contemporary color photographer to research. They then create a PowerPoint slideshow which they present to the class. The slideshow must contain a minimum of 10 color images from the photographer. The student will discuss the use of color in these images, while also addressing the biographical importance of the chosen photographer. A grading rubric is created to assess the biographical information presentation and the color analysis of the images.

Repeatable

No

Methods of Instruction

- Activity
- Lecture/Discussion
- Distance Learning

Activity:

1. The instructor introduces and discusses the benefits of photographing with a Camera RAW File, and then demonstrates the processing of a RAW file to accurately adjust the tone and color. The students actively follow along during the demonstration on their computers. The instructor then distributes new sample RAW files to the students for them to practice the techniques. During the classroom exercise, the instructor will help students as needed, and then instigates a follow-up discussion to reiterate the benefits of RAW files.

Lecture:

1. Instructor lectures on Color Theory and it's context to art and photography. Specific examples are shown demonstrating topics such as Color Contrast, Analogous Harmony, Color Relativity, Advancing and Receding Colors, etc. During the lecture, students are engaged in the discussion and participate in analyzing the images displayed by the instructor. The instructor then assigns a specific color image to each student. The students will analyze their image and verbally report their findings to the class, discussing what color theory topics were found in their image.

Distance Learning

1. Instructor will create a video or PowerPoint presentation with audio on the creation of a script and storyboard. Instructor will also provide the appropriate chapter in the textbook or a link to OER on the subject for students to read. Student will seek any necessary clarifications through discussion boards or office hours. Student will then apply this knowledge to the creation of a digital slideshow of color still photographs.

Typical Out of Class Assignments Reading Assignments

1. Read the handout on Bit-Depth and its relationship to tonal values and color. Be prepared to define terms and concepts (such as the histogram, tonal erosion, and expose to the right). 2. After reading the material on color vision, compare and contrast the human eye to camera vision.

Writing, Problem Solving or Performance

1. Listen to the provided podcast on Color Perception and Culture and then take the Munsell Color Hue test. Write a brief reaction to the results of your test, and how your color perception might differ from the cultures that we discussed in class. 2. Read the chapter on Color Symbolism. Create a photograph where color plays a dominant role in the symbolic meaning of the image. Be prepared to discuss your reasoning in class.

Other (Term projects, research papers, portfolios, etc.)

1. Create a presentation about a historically significant color photographer (10 images minimum). Include brief biographical information on the photographer and discuss the use of color in their work. 2. Create a slideshow with a minimum of 20 images that substantially uses color for formal or conceptual content. Include an audio component with proper usage rights and musician credits.

Required Materials

- Exploring Color Photography
  - Author: Hirsch
  - Publisher: Focal Press
  - Publication Date: 2015
  - Text Edition: 5th
  - Classic Textbook?:
  - OER Link:
  - OER:
- Color Management and Quality Output: Display to Print
  - Author: Ashe
  - Publisher: Focal Press
  - Publication Date: 2014
  - Text Edition: 1st
  - Classic Textbook?:
  - OER Link:
  - OER:
- Photoshop CC and Lightroom: A Photographer's Handbook
  - Author: Laskevitch
  - Publisher: Rocky Nook
  - Publication Date: 2014
  - Text Edition: 1st
  - Classic Textbook?:
  - OER Link:
  - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.

Student must furnish digital storage media.