

PHOT 155

The Digital Fine Print

John Dotta

Office: 3702

Office Hrs: M/W 12:30 PM - 2 PM and 5 PM - 6 PM

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This course is an exploration of the process of consistently producing excellent digital prints. Students will explore the factors to produce high-quality, digital, archival, exhibition quality fine art prints.

STUDENT LEARNING OUTCOMES:

1. Express ideas in visual terms.
2. Demonstrate proficiency in the technical skills to produce the digital fine print.
3. Demonstrate proficiency in the aesthetic skills required in creation of the digital fine print.

COURSE OBJECTIVES:

1. What is a Digital Fine Print
2. Evaluating the qualities of the Digital Fine Print
3. Working with Luminosity and Color
4. Workflow for RAW files
5. Workflow for JPEG files
6. Optimizing contrast, detail and balancing the image
7. Print layer workflow
8. Local contrast and color
9. Final preparation for printing
10. Print
11. Presentation

Attendance:

Please try not to miss any class meetings, as attendance is essential for success in this class. Although I do not rigorously audit attendance, it is virtually impossible to pass this course if you miss more than three classes. If you miss class, it is up to you to get notes and/or handouts, and you are responsible for all assigned work regardless of attendance in class. I don't repeat lectures. Lab days are no exception. Come to class prepared to work. If you are working at home or in an off-campus studio, be prepared to show me the progress you are making. I will not permit you to leave on a lab day because you "need to photograph". The goal of a lab day is not only to get work done, but to take advantage of the fact that I am available to help you.

More importantly, failure to attend any critique will result in an overall reduction of one letter grade for each crit missed. Failure to attend the final critique will result in an automatic "F" in this course, regardless of one's grade average going in to the final project. This policy is not negotiable.

Assignments:

Nearly all of the work you do in this course will be on a single self-directed project which accounts for exactly half your final grade. I will demonstrate a variety of techniques that should be integrated in your prints when appropriate.

Grades:

Grades will be figured on the conventional percentage scale. More importantly, grades are an indication of how well you are doing in the course. "C" is successful completion of the work and is "average". You will have to do above average work or superior work to get a "B" or an "A", respectively.

A (90 - 100%) = Outstanding; pushing the limits of both the student's creativity and the assignment.

B (80 - 89%) = Thorough, thoughtful, and creative approach to the assignment.

C (70 - 79%) = AVERAGE; minimum project requirements met.

D (60 - 69%) = Poor; does not meet minimum requirements.

F (0 - 59%) = Fail; failure to complete the assignment.

Final Project (including written proposal, statement, support documentation, and Final Critique)	50%
Class Participation (energy/initiative/creative risk)	50%

CRITIQUES:

I believe that critique is the most valuable aspect of an art class. It gives valuable feedback on your current development and helps direct you in the next stage of your artistic process . Even more importantly, learning to analyze and talk about artwork builds skills that reach far beyond art. It is becoming increasingly more important to develop a critical analysis of the world. Viewing, assessing and deconstructing visual art is a skill that translates into any aspect of our lives where we interact with other people, printed material, news media, the internet, politics, etc.

SCHEDULE:

Week 1	Introduction to course, first-day bureaucracy Fine Print workflow Evaluating substrates Final Project
Week 2	Color Management Working with Luminosity and Color in Photoshop Optimize Contrast and Balancing the Image Studio Time
Week 3	Proof Setup, Overall Contrast and Color Balance Local Contrast and Color Studio Time
Week 4	Final Preparations for Printing Printing Final Project outline due Studio Time

Week 5	Black and White Workflow Using Lightroom Tonerobics
Week 6	Color Management and Profiling Studio time
Week 7	Resampling, Output sharpening Studio time
Week 8	Softproofing and Proofing Studio time
Week 9	Presentation Techniques Studio time
Week 10	Studio time
Week 11	Work in progress critique
Week 12	Studio time Turn in 1 image for book
Week 13	Work in progress critique
Week 14	Studio Time
Week 15	Work in progress critique
Week 16	Studio time
Week 17	Studio time
Week 18	Portfolio presentation
Week 19	Print share