

PH 3450 - ADVANCED DIGITAL IMAGING

Credits: 3

As culture increasingly engages in a creative dialogue in the area of digital image-making, it is important to understand the avenues by which descriptive and conceptual imagery is made. In this course, the processes of constructive imagery will be emphasized. Conceptualism in the editorial markets; the leaning of advertising toward documentary space; integration of art into the commercial market; and still photography morphing into video and vice versa will be explored and realized. Upon successful completion of this course, students will have advanced knowledge of industry specific digital post-production software platforms—using these platforms to create a highly-developed portfolio of digital images that express a concept.

Prerequisites: PH 2100 - Digital Post Production

Notes: (Formerly CP 3410 Advanced Digital Imaging)

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Understand advanced photographic workflow and apply this to the currently recognized processes of digital post production in editing by creating a portfolio of images.	Student's work synthesizes an advanced understanding of photographic workflow and applies this to the currently recognized processes of digital post production in editing by creating a professional portfolio of images.	Student's work demonstrates an advanced understanding of photographic workflow and applies this to the currently recognized processes of digital post production in editing by creating a portfolio of images.	Student's work implies an understanding of photographic workflow and applies this to the currently recognized processes of digital post production in editing by creating a portfolio of images.	Student's work fails to demonstrate an advanced understanding of photographic workflow and applies this to the currently recognized processes of digital post production in editing by creating a portfolio of images.	PH1, PH2, PH3, PH4, PH5	Design Competence, Communication Competence, Critical Thinking, Cultural Competence
Evaluate and apply digital post production tools in the creation of complex visual narratives that express a concept.	Student's work illustrates an advanced ability to evaluate and apply digital post production tools in the creation of complex visual narratives that express a concept.	Student's work demonstrates the ability to evaluate and apply digital post production tools in the creation of complex visual narratives that express a concept.	Student's work infers a developing ability to evaluate and apply digital post production tools in the creation of complex visual narratives that express a concept.	Student's work does not demonstrate the ability to evaluate and apply digital post production tools in the creation of complex visual narratives that express a concept.	PH1, PH2, PH3, PH6	Design Competence, Communication Competence, Critical Thinking, Cultural Competence
Demonstrate the ability to previsualize final composited images by creating sketches and shot lists.	Students work synthesizes an advanced ability to previsualize final composited images by creating sketches and shot lists.	Students work demonstrates the ability to previsualize final composited images by creating sketches and shot lists.	Students work implies a developing ability to previsualize final composited images by creating sketches and shot lists.	Students work fails to demonstrate the ability to previsualize final composited images by creating sketches and shot lists.	PH1, PH2, PH3, PH4	Design Competence, Communication Competence, Critical Thinking, Cultural Competence