MARK BERNDT – IMAGING 3
mberndt@markberndt.com SUBJECT = "ACCD i3 fa2010" (no quotes)
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Course Title: IMAGING 3
Instructor: Mark Berndt
Department: Photo + Imaging
Prerequisites: Imaging 1 & Imaging 2
Course Code:
Units: 3
Class Hours: Wednesday 7pm – 10pm
Location:
Contact: mberndt@markberndt.com, SUBJECT = "ACCD i3 fa2010"

SUMMARY:
In this class students will construct, and demonstrate proficiency with, a personal, professional digital workflow for project prep, capture, file management, image enhancement, output and long-term storage. Elements include color management, professional digital capture, tethered shooting, RAW processing, metadata management, online presentation, professional Photoshop workflow using Mark's MASTER FILE concept, basic retouching and compositing, the template approach to variable file output, creating a searchable digital asset library, and how to copyright images.

This class will demonstrate how a proven professional workflow enables more creative photography and better, more consistent professional results.

These skills will be taught on a schedule to coincide with student's progress through a single self-generated project-based shooting assignment. Additional real world photography skills which will result from the assignment include developing and completing a real-world photography project, creating and presenting your proposal to your client, writing a "plain English" photo agreement, planning, budgeting and scheduling a photo shoot, managing post-production on a schedule, meeting a client's needs while accomplishing your own, delivering on deadlines and expectations.

UPON COMPLETION, AN "A" STUDENT WILL BE ABLE TO:
• Understand Color Spaces and choose an appropriate Working Space
• Correctly determine proper exposure and implement the "shoot to
   the right" technique
• Create a custom white balance at the time of digital capture
• White balance an image in Camera RAW using a neutral reference
• Implement a safe and efficient file management structure and
   redundant asset management environment
• Encode RAW files into an appropriate RGB color space and bit-depth
• Batch process files for client presentation
• Create and manage online web galleries for client review
• Understand and apply layer masking to image enhancement, and
   pre-visualize its value during concept and capture
• Utilize a professional Photoshop workflow to efficiently build a
   finished MASTER FILE using a streamlined Photoshop toolset
• Create Photoshop template files for managed file output to various
   formats, uses and devices
• Print images to different devices with consistent results
• Use the completed assignment as a template for future professional work

ATTENDANCE POLICY:
Class starts promptly at the designated start time. Please arrive 10-minutes in advance to turn in your assignment(s) and prepare for class.   A student arriving at 5 minutes after the hour is counted tardy. No one will be admitted after 15 minutes.

1 unexcused absence	= MINUS 1 GRADE (subtracted from final grade)
2 unexcused tardies	= MINUS 1 GRADE (subtracted from final grade)
3 unexcused absences	= "F" (FAIL CLASS – no credit)

NOTE: Respect your commitment to the class, instructor and fellow students. If you feel you have a compelling reason for being either absent or tardy, you must:
  a. Notify the instructor verbally (conversation, not a message) at least 3 hours prior to class.
  b. Be prepared to present a written excuse from an outside authority
  c. Meet with the instructor to determine the consequence of your absence

CEL PHONE POLICY:
Cel phones must be OFF, out of sight and un-used during class.

INTERNET POLICY:
NO INTERNET BROWSER OR MESSAGING APPLICATION MAY BE OPEN OR USED DURING CLASS without *permission* from the instructor.

ASSIGNMENT POLICY:
Assignments are due within in the first 5 minutes of each class. Assignments received during the rest of the class period are LATE. Assignments not received by end of class are MISSING. RE-DO ASSIGNMENTS are RARELY GRANTED (plead your case if you dare!), are due the day after class by 5pm, and are NOT PERMITTED for final project.

GRADING POLICY:
Every student starts this term's class with an "A+" equaling 100 points.
Point corrections will be made against your point total for unexcused absences, tardies, failure to complete assignments, and lack of participation. Your final grade is determined by your point total at the end of the term, plus a one-time subjective aesthetic evaluation from the instructor based on your final project.

POINT PENALTIES:
Tardy to class (1st time)	- 0 points
Tardy to class (2nd time)	-10 points
Tardy to class (add'l)	- 5 points
LATE Assignment	- 3 points
MISSING Assignment	- 10 points
UNACCEPTABLE assignment	- 10 points (no re-do option)
RE-DO Assignment (*if granted*)	+ 5 points after deduction (so *NET* -5 points)
Internet/phone abuse (1st time)	- 5 points + dismissal from class
Internet/phone abuse (2nd time)	-10 points + dismissal from class
Internet/phone abuse (3rd time)	"F" (FAIL CLASS – no credit)
No Class Participation	- 1 point/per class

BONUS POINTS:
Class contribution demonstrating *outstanding* mastery of material	+ 1 point/per class

POINT GRADING SYSTEM FOR FINAL GRADE:
A+ = 98 - 100 / A = 94 - 97 / A– = 90 - 93
B+ = 88 - 89 / B = 84 – 87 / B– = 80 – 83
C+ = 78 – 79 / C = 74 – 77 / C– = 70-73
D+ = 68 – 69 / D = 64 – 67 / D- = 60 – 63
F = 59 AND BELOW
NOTE: 10 points = 1 LETTER GRADE