

**Section 1. Proposed Course Outline** (A general statement of course content that informs class syllabus construction. Once approved, all sections of a given course must include this content, no matter which instructor teaches the course, or the mode of delivery. Divisions must include this new course outline in the Divisional Course Outline binder as required by COPPs.)

Course Number: **MUL 105** Full Course Title for print catalog: **Image Communications**

Abbreviated Course Title for Banner:**Image Communications** (30 character limit)

Prerequisites: None.

Co-requisites: None.

Grade Option:  Graded (with P/NP option)   Pass/No Pass only

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| **Number/Type Credits** | **Term Minimum Contact** | **Term Maximum Contact** | **11-Week Term Contact** |
| 2 Lecture | 20 hours (lecture credits x 10) | 24 hours (lecture credits x 12) | 22 hours (lecture credits x 11) |
| 2 Lec/Lab | 40 hours (lec-lab credits x 20) | 48 hours (lec-lab credits x 24) | 44 hours (lec-lab credits x 22) |
| Lab | hours (lab credits x 30) | hours (lab credits x 36) | hours (lab credits x 33) |
| 4 **Total credits (sum)** | 60 **Total hours (sum)** | 72 **Total hours (sum)** | 66 **Total hours (sum)** |

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| **Course Description (300 character limit):** | | | |
| A foundational course on Digital Single-Lens Reflex (DSLR) cameras and lenses, sensors, data capture, processing, pixels, resolution, asset managment, tagging, frames, depth of field, lighting, outputting, distribution, construction, image-making strategies, and emerging and experimental forms. | | | |
| **Course Outcomes and Proficiencies** | | | **Assessments Planned** |
| What will the student ***know*** or ***be able to do*** at the end of the course?  What ***attitudes*** related to the subject will the student hold? | | What evidence will demonstrate that students have achieved course outcomes? (assessment tools may include departmental tests, written products, portfolios, juried performances, quizzes and exams, or alternative assessments such as qualitative studies, capstone projects, external reviewers, etc.) | |
| **Upon successful completion of this course, the student will:** | **How each outcome will be assessed:** | | |
| Understand the mechanics, physics, and manual operation of DSLR cameras. | Assignments, projects, presentations, assessed viewings and readings, testing | | |
| Effectively select and use DSLR lenses, tripods, and simple lighting kits. | Assignments, projects, presentations, assessed viewings and readings, testing | | |
| Effectively organize and manage digital assets. | Projects, presentations, productions, presentations, critiques, individual review | | |
| Effectively plan and shoot a series of high resolution digital images. | Assignments, projects | | |
| Be familiar with an array of digital hardware and software tools.. | Assignments, projects | | |
| Understand theories and aesthetics of contemporary image making. | Assessed readings, viewings, projects, presentationss | | |
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**Course Content by Major Topics**What topics will be presented? What are the main activities of the course? What are the central themes?

(See sample at <http://www.lanecc.edu/cops/format3.htm>.)

**Topics:**

Week 1

Introduction to Course and Expectations

Example: One Contemporary Image Artist

Software/Hardware: Tools & Workflow: Start to Finish

Aesthetics: Analog vs. Digital

Theory: New Models of Production and Distribution

Technical: Course Resources and Materials

Project 1: Three Self-Portraits

Week 2

Example: One Contemporary Image Artist

Practicalities: Performance & Working with Performers

Aesthetics: Mise en Scene; Rule of Thirds; Intro to Lighting

Theory: Emerging Tools, Forms, and Approaches

Technical: DSLR Camera, Part I; Lenses; Tripods; Aperture; Editing Camera Raw

Special Processes: Camera Raw Adjustments

Project 1 Presentation & Review

Project 2: Freeze, Blur, Streak

Week 3

Example: One Contemporary Image Artist

Practicalities: Set/Location

Aesthetics: Focal Planes; Depth of Field

Theory: Pre-Modern vs. Modern vs. Post-Modern Aesthetics

Technical: Technical: DSLR Camera, Part II; Lenses; Tripods; Shutter

Special Processes: File Organization; Camera Raw Cropping and Editing; High-Dynamic Range

Project 2 Presentation & Review

Project 3: Abstract, Color, Repetition

Week 4

Example: One Contemporary Image Artist

Practicalities: Costume/Makeup

Aesthetics: Cultural Engagement, Cultural Reflection

Theory: Ubiquitous Images

Technical: ISO; Lighting: Low-Key; High-Key; Natural; Zone System

Special Processes: Batch Processing; Camera Raw Touch-up; Tilt-Shift

Project 3 Presentation and Review

Project 4: Object Lighting

Week 5

Example: One Contemporary Image Artist

Practicalities: File Formats; Compression

Aesthetics: Scale, Position, Balance, Z-Axis

Theory: Portraiture

Technical: Camera Raw and Monochromatic Adjustments; Metering; Processing;

Project 4 Presentation and Review

Project 5: An Interesting Portrait

Week 6

Example: One Contemporary Image Artist

Practicalities: Integrated Processes

Aesthetics: Temperature; Value; Color

Theory: Marshall Mcluhan

Technical: Color Balance; Filters

Special Processes: Filters; Metadata

Project 5 Presentation and Review

Project 6: Conflict, Imbalance, and Story

Week 7

Example: One Contemporary Image Artist

Practicalities: Analog Effects & Processes

Aesthetics: Montage; Software Filters

Theory: Dada

Technical: Camera Raw into Photoshop; Compositing

Project 6 Presentation and Review

Project 7: Final Project: Series

Week 8

Example: One Contemporary Image Artist

Practicalities: Field Production; Stepper Motors

Aesthetics: Place & No Place

Theory: The Ambiguous Image

Technical: Digital Effects

Special Processes: Photomation

Project 7: Development and Production

Week 9

Example: One Contemporary Image Artist

Practicalities: Production Workflow; Presentation

Aesthetics: Genres

Theory: The Audience

Technical: Alternative Processes; Presentation Formats; Printing and Mounting

Project 7: Development and Production

Week 10

Term Review

Exam

Project 7: Production

Week 11

Presentation of Final Projects

**Section 2. Proposal Information**

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| --- | --- | --- |
| **Course Developer:** | **Type of Proposal** | **Type of Course:** |
| Jefferson Goolsby | New course | Lower Division Collegiate (transfer) |
| Date: 01/08/2014 | Currently 199 or 299 | Professional/Technical (required or elective) |
| Catalog year to take effect: | Experimental Course | Developmental, numbered below 100 |
| 2011-2012\_\_\_ | 199 Special Studies |  |
| 2012-2013\_\_\_ | 299 Trends |  |
|  | Revised course (If increasing credits, use credit change form) | |
|  | Reactivated course with no change | |
|  | Reactivated course with changes | |

**Rationale:**

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| --- |
| How does this proposal further the goals of the program or department? |
| Recent developments in DSLR (digital single-lens reflex) cameras, software tools, outputting, distribution, and economics have radically altered the workflow, aesthetics, monetization, and strategies of image capture and production. This class will help make the Media Arts imaging production courses current and applicable to industry needs while preparing students for the continual and rigorous image production demands that continue throughout the program. |
| What assessment evidence supports this proposal? |
| All Media Arts industries are undergoing major changes in means of production and the image production industry is currently experiencing major changes similar to those the music industry has undergone over the last 15 years. Once prohibitively expensive tools of production are now affordable, once limited access to output and distribution systems is now ubiquitous and affordable. |
| How do you know there is a demand for this course? |
| Democratization of the tools of production and distribution, accompanied by rapid changes in the tools of production have created the demand for current production skills that are equivalent to the needs of industry. This course will be a pre-req for one or more Media Arts courses. This course was offered as a 199 Fall term 2013 and is currently being offered Winter term 2014. |

**Section 3. Curriculum Equity (**[**http://www.lanecc.edu/cops/curric.htm**](http://www.lanecc.edu/cops/curric.htm)**)**

**To promote an environment where all learners are encouraged to develop their full potential, this course will support Lane’s Curriculum Equity policy in the following way(s):**

• Including content by and about culturally and ethnically diverse people in course syllabi, teaching methodology and evaluation practices whenever feasible;

• Using materials which present a significant number of instances of fully integrated human groupings and settings to indicate equal status and non-segregated social relations;

• Portraying women and men from diverse cultural and ethnic backgrounds in a wide range of roles;

• Using quotations, references and reading recommendations which are authored by individuals who endorse pluralism;

• Using gendered examples equally when illustrating theories and concepts; and

• Using class material which assists students in clearly recognizing and accepting basic similarities among all members of the human race as well as the uniqueness and worth of every individual. Examples of such material could include diverse individuals regardless of race, gender, age, religion, disability, national origin, marital status, or class background.

**Section 4. For revised courses only: PREVIOUS Catalog/Course Information:**

Course Number: Course Title in Banner: (30 characters maximum)

Full Course Title in print catalog:

Prerequisites:

Co-requisites:

Grade Option:  Graded (with P/NP option)  Pass/No Pass only

|  |  |  |  |
| --- | --- | --- | --- |
| **Number/Type Credits** | **Term Minimum Contact** | **Term Maximum Contact** | **11-Week Term Contact** |
| Lecture | hours (lecture credits x 10) | hours (lecture credits x 12) | hours (lecture credits x 11) |
| Lec/Lab | hours (lec-lab credits x 20) | hours (lec-lab credits x 24) | hours (lec-lab credits x 22) |
| Lab | hours (lab credits x 30) | hours (lab credits x 36) | hours (lab credits x 33) |
| **Total credits (sum)** | **Total hours (sum)** | **Total hours (sum)** | **Total hours (sum)** |

**Course Description:**

What will change? Course Number Title Course Description Credit hours Contact hours

**Section 5. Support Courses (New Professional/Technical course proposals must complete.)**

Professional/Technical courses are tracked within programs for purposes of Carl Perkins funding and budgetary planning. Indicate all degree or certificate programs for which this course will be required.

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| --- | --- |
| Program | Division |
| Media Arts: Multimedia; Web Design; Graphic Design; Imaging | Arts/Media Arts |
|  |  |

**Section 6. Overlap Courses (New course proposals must complete.)**

While overlap of course materials is not necessarily a flaw, duplication of course materials may lead to inefficient use of college resources. If there is overlap, the faculty of overlapping courses must agree on the extent of overlap and attach a rationale explaining its necessity.

Indicate all departments/courses that this course may overlap. Division Dean of existing course enters one of two options at right. Note: N/A is not an option.

Options:

1. No overlap.

2. Approved: overlap is acceptable. Rationale attached.

3. Disapproved: reasons attached.

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| --- | --- | --- | --- | --- | --- |
| Division | Course Number / Title | % Overlap | Option | Division Dean of existing course (Signature required for all options) | Date |
|  |  |  | 1 |  |  |
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**Section 7. Qualification to fulfill degree requirements** (complete all relevant forms, available at <http://www.lanecc.edu/currsched/index.html> and send to Mary Brau for the Degree Requirements Review Committee):

Form(s) applying for the following degree requirement status have been attached. (Only check this box when forms have been completed and attached.)

**AAOT, ASOT-Bus, OTM:**

Arts & Letters

Social Sciences

Science /Computer Science

Mathematics

Cultural Literacy Option

**All degrees:**

Health/Wellness/Fitness

**AAS, 1-year and 2-year certificates:**

Human Relations

**Optional designation:**

Sustainability status

**Section 8. Library Impact Statement**

Under accreditation standards, Library consultation is essential for new programs, new courses and for substantively revised courses when the revisions entail any change in library use.

**What assignments will require the use of library and information resources?**

Video/DVD viewing.

Each academic area has a Liaison Librarian (<http://www.lanecc.edu/library/services/liaison.htm>). Contact the designated librarian to discuss the library needs of your course. Please allow the librarian at least one week to assess library resources.

**To be completed by Liaison Librarian:**

Library resources are adequate to support this proposal.

Additional resources are needed but can be obtained from current funds.

Significant additional Library funds/resources are required to support this proposal.

Liaison Librarian Date

**Section 9. Divisional Approval** (To be completed by Division Chair and Administrative Assistant)

**Human, Physical, and Financial Resources:**

Additional instructional costs (staff, materials, services or facilities) will be incurred to offer this course. Source of funding:

No additional instructional resources (staff, materials, services or facilities) are needed to offer this course.  
Explain: Current resources are adequate.

**Required Certifications:**

We have developed minimum course certification standards according to the COPPs procedure “Instructor Qualifications: Credit,” to be filed with ASA upon course approval.

We have completed faculty certification form(s) for faculty qualified to teach this course, to be filed with ASA and Human Resources upon course approval.

Administrative Assistant/Coordinator Date

**Fees:**

We have completed fee rationale and fee request forms to be submitted to ASA upon course approval, in compliance with the COPPs procedure, “Fees: Special”

No special fees will be required for this course.

**Divisional Recommendation:**

The Division Chair and Administrative Assistant have reviewed this course proposal and kept a copy for divisional files.

Faculty review of this course was completed within the division on      (date).

Pass  Do Not Pass

Academic Dean Date

**Section 10. College Approval**

     

Curriculum Committee Chair Date Executive Dean for Academic Affairs Date

Curriculum Approval Committee hearing:       \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Vice President for Academic & Date

Student Affairs