

Digital Image Management

DIPLOMA - 48 CREDITS

QUARTERS 1-2

PROGRAM FOCUS

PHOT101
Principles of Photography

PHOT112
Image Manipulation

PHOT121
Lighting

PHOT122
Digital Image Illustration I

PHOT204
Video for Photography

PHOT205
Digital Retouching

PHOT322
Web Photographic Portfolio I

PHOT332
Digital Asset Management and Workflow

QUARTERS 3-4

PHOT111
Large Format Photography

PHOT203
Printing

PHOT214
Business of Photography

PHOT302
Digital Publishing

PHOT313
Digital Image Illustration II

PHOT403
Portfolio II

PHOT412
Web Photographic Portfolio II

RS321
Fundamentals of Marketing

GENERAL EDUCATION

START DATE _____

LENGTH OF QUARTER _____

BREAKS BETWEEN QUARTERS _____

APPROX. HOURS IN CLASS PER WEEK _____

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK _____

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

STUDENT CONSUMER INFORMATION:

<https://www.artinstitutes.edu/austin/student-consumer-information>

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

© 2019. The Arts Institutes International LLC. All rights reserved.

073019

Digital Image Management (D)

COURSE DESCRIPTIONS

PHOT101

PRINCIPLES OF PHOTOGRAPHY

In this fundamental course, students will identify basic photographic tools and their intended purposes, including the proper use of various camera systems and a light meter. Students will analyze photographs to determine their positive and negative attributes and apply these principles to produce their own visually compelling images by employing the correct photographic techniques.

Prerequisite: None

Credits: 3

PHOT111

LARGE FORMAT PHOTOGRAPHY

Working individually and in teams, students will utilize large format cameras, both in the studio and on location, working with various light sources. Topics include exposure and image control, and the management of perspective and focus with movements that are unique to the view camera.

Prerequisite(s): PHOT101 Principles of Photography, PHOT112 Image Manipulation

Credits: 3

PHOT112

IMAGE MANIPULATION

Students develop basic image manipulation skills in a raster-based computer environment. Emphasis is placed on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.

Prerequisite: None

Credits: 3

PHOT121

LIGHTING

In this course, students will be introduced to the basic concepts and principles of lighting for photography. The fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, direction, and effect on the photographic image will be covered.

Prerequisite: PHOT101 Principles of Photography

Credits: 3

PHOT122

DIGITAL IMAGE ILLUSTRATION I

This class provides students with a more in-depth experience using digital imaging software. Students will explore channels, masks, basic compositing, vector tools, and advanced layer techniques. In addition, the course will cover efficient workflow from input to output, advanced color correction, and elementary color management.

Prerequisite: PHOT112 Image Manipulation

Credits: 3

PHOT203

PRINTING

This course will prepare students to execute a variety of output methods commensurate with industry needs. Students will refine traditional black and white printing skills and theory to create a benchmark for quality digital outputting. These refinements will be carried over into digital printing with inkjet and other digital output systems. Students will develop proficiencies in file preparation, resolution selection, print profiling, paper selection, and soft proofing techniques.

Prerequisite: PHOT122 Digital Image Illustration I

Credits: 3

PHOT204

VIDEO FOR PHOTOGRAPHY

This course introduces the students to video production. Instruction is given on basic techniques of production including camera orientation and lighting set-up. The course provides an overview of various video and television production processes. Introduction to the technology of video recording and playback is also covered.

Prerequisite: None

Credits: 3

PHOT205

DIGITAL RETOUCHING

In this course students will apply the digital image manipulation process to retouch and restore images. Portrait and glamour retouching will be addressed, along with image repair and reconstruction. Students will utilize a raster-based image-processing program.

Prerequisite: PHOT112 Image Manipulation

Credits: 3

PHOT214

BUSINESS OF PHOTOGRAPHY

In the Business of Photography course students learn the basic concepts and principles of running a photographic-related business. Emphasis is placed on the legal and pricing aspects that are specific to the photographic industry.

Prerequisite: None

Credits: 3

PHOT302

DIGITAL PUBLISHING

As an introduction to typography, layout, and digital publishing, this course will examine the fundamentals of typography and layout for publication and web design. Students will explore the practical application and use of fundamental typography, layout, and digital publishing skills through the use of current software packages.

Prerequisite: PHOT122 Digital Image Illustration I

Credits: 3

PHOT313

DIGITAL IMAGE ILLUSTRATION II

In this course, the student demonstrates advanced research, conceptual development, and execution through the use of industry-standard raster-image software. The student applies conceptual and photographic skills to create innovative and compelling visual composites, which portray the visual message of the concept.

Prerequisite: PHOT122 Digital Image Illustration I

Credits: 3

PHOT322

WEB PHOTOGRAPHIC PORTFOLIO I

Students will learn the basic tools for placing their photographs on the Internet and for achieving their portfolio. Students will use web creation software.

Prerequisite: PHOT122 Digital Image Illustration I

Credits: 3

PHOT332

DIGITAL ASSET MANAGEMENT AND WORKFLOW

Digital Asset Management for photography encompasses everything from the moment the image is captured on media to the final output. Today, photographers must adhere to a proper digital workflow that manages such criteria as: metadata, color management, IPTC core schema, archiving, and printed and web output. This course addresses the principles of proper DAM workflow including short and long term archiving and storage techniques, and how to implement a DAM system. Adobe Lightroom will be used as the primary tool

Prerequisite: None

Credits: 3

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

PHOT403

PORTFOLIO II

This course is a continuation of the portfolio process. Students develop their work on the way to meeting their professional and creative goals. Students expand these ideas and concepts.

Prerequisite: PHOT314 Portfolio I or permission of the Academic Director or Program Coordinator

Credits: 3

PHOT412

WEB PHOTOGRAPHIC PORTFOLIO II

Students will acquire the skills to develop and design dynamic web pages and interactive portfolios. Students will utilize motion software.

Prerequisite: PHOT322 Web Photographic Portfolio I

Credits: 3

RS321

FUNDAMENTALS OF MARKETING

This course addresses the fundamental principles of marketing and marketing research. Students will learn the importance and key components of a marketing plan. Knowledge and practical application of the marketing research process are also a focus of this course. Data sources, sampling procedures, questionnaire design, data collection, and analysis will be covered.

Prerequisite: None

Credits: 3