



SCHOOL OF MEDIA ARTS

SOMA 1604

**INTRODUCTION TO DIGITAL MEDIA**  
Photomedia, Sound & Video

Semester 1

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## COURSE STAFF

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Consultation times:

Communication outside of hours by email.

SOUND TUTOR  
VIDEO TUTOR  
PHOTOMEDIA TUTOR

## COURSE INFORMATION

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a) **Units of Credit: 6**

b) **Teaching Times and Locations:**

Check your class number (in the first column) through all 3 "blocks". For some of you, the **time** you attend on a Monday will change throughout semester.

### **BLOCK 1 - March 10, March 17, one week break, March 31, April 7**

Class #	Group	Day	Time	Location
1126	Sound	Monday	3-6pm	F115
1127	Video	Monday	9-12pm	F106
1128	Sound	Monday	9-12pm	F115
1129	Photo	Monday	9-12pm	CB09
1403	Video	Monday	12-3pm	F106

### **BLOCK 2 - April 14, April 21, April 28, May 5**

Class #	Group	Day	Time	Location
1126	Photo	Monday	3-6pm	CB09
1127	Sound	Monday	9-12pm	F115
1128	Photo	Monday	9-12pm	CB09
1129	Video	Monday	9-12pm	F106
1403	Sound	Monday	12-3pm	F115

### **BLOCK 3 - May 12, May 19, May 26, June 2**

Class #	Group	Day	Time	Location
1126	Video	Monday	3-6pm	F115
1127	Photo	Monday	9-12pm	CB09
1128	Video	Monday	9-12pm	F106
1129	Sound	Monday	9-12pm	F115
1403	Photo	Monday	12-3pm	CB-09

c) **Contact hours per week: 3**

\*Please note that the expectation of time in this course is more than contact hours. The University has expectations of a total load of 25 – 30 hours per unit of credit. This means that you should spend no less than 8-9 hours per week on average on class work in addition to your timetabled hours.

d) **Course Aims:** The course provides a broad introduction and foundation to video, photomedia and sound. It will cover aspects of video capture and editing, photographic capture and manipulation and sound capture and editing.

Students learn to use basic sound recording equipment and receive an introduction to concepts of sound layering and editing. Students will be introduced to the fundamentals of the digital video process. An introduction to photographic processes will also be covered.

The emphasis of this introductory course is upon developing an understanding of the interrelationship of all three disciplines within a digital media practice and context. The course content will seek to introduce students to knowledge specific to the core disciplines of video, photography and sound.

- e) **Relationship to other courses:** This course provides a foundation for the later courses SOMA1603 Digital Video 1; SOMA2602 Sound Media 1; SOMA1608 Digital Composite 1
- f) **Student learning outcomes** please see course aims above.
- g) **Graduate attributes developed in this course** please see Appendix A.
- h) **Teaching Strategies:** Three sets of four-week intensive studio workshops.

## ASSESSMENT

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Each student completes a four-week component in each of sound, video and photomedia. To qualify for a passing grade all students **must complete all set work**, which is to be submitted **on time**. Where **absences of more than one class** occur in each component, students will be **required to repeat** that component this year or next. The final grade comes from an averaging of the three component grades. Students must be punctual and participate in all class activities. The student should be expected to show evidence of the achievement of the course's objectives.

## ACADEMIC HONESTY AND PLAGIARISM

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### What is Plagiarism?

Plagiarism is taking the ideas or words of others and passing them off as your own. Plagiarism is a type of intellectual theft.

Plagiarism can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Plagiarism can have serious consequences, so it is important that students be aware of what it is, and how to avoid it.

It is also plagiarism to claim credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed, to submit an assessment item that has already been submitted for academic credit elsewhere, or to knowingly permit your work to be copied by another student.

There are very serious penalties for plagiarism, ranging from re-submission, reduction of marks (including to zero), failure of the course, and exclusion from the university.

The Learning Centre website has a lot of useful information. See [www.lc.unsw.edu.au/plagiarism](http://www.lc.unsw.edu.au/plagiarism).

## PHOTOMEDIA COMPONENT INFORMATION

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### **Photomedia component: Aims.**

This course introduces students to the processes and materials of black and white analogue and digital colour photography. Students explore the expressive possibilities of digital and analogue photography by the acquisition of basic technical skills including: overview of 35mm camera functions and operation; natural light and B/W film exposure; film processing; darkroom practices and B/W printing; print finishing and presentation techniques.

The student's expressive potential is advanced by this technical knowledge, by the development of a critical awareness of the image within contemporary culture and associated culture industries and through the completion of set projects. Interdisciplinary and cross-disciplinary explorations are encouraged

### **Photomedia component: Student learning outcomes.**

On completion of Introduction to Digital Media students will have an overview of:

- Functions and operations of a 35mm camera
- B/W photography—materials and technical processes
- Photomedia—historical and contemporary contexts as well as critical and cultural impacts
- Health and safety issues relevant to the B/W darkroom area

And demonstrated skills in:

- B/W film exposure and processing and B/W print production
- How to generate ideas for, plan and execute projects using B/W analogue and digital photography
- How to express ideas (visually and verbally) and how to analyse the successes and failures of projects
- How to advance, refine and consolidate technical skills as appropriate to the work undertaken
- How to express ideas (visually and verbally) and how to analyse the successes and failures of projects

Creating and facilitating learning experiences that are relevant, interesting and challenging for students is a crucial objective. To generate engaging learning experiences for students a range of teaching and learning activities are employed within this course to ensure that the different ways in which students learn are supported. This inclusive approach to teaching allows students to have a diversity of teaching methods that support the different ways in which learning can take place.

The most significant of these influences being the ability to engage in a critical dialogue.

These types of dialogues are encouraged of students in this course through learning and teaching methods that invite students to critically analyse historical and contemporary practices. These discussions take place in verbal and written forms during tutorial feedback sessions and group critiques throughout the course.

### **Photomedia component: Teaching Strategies**

Teaching comprises lectures, demonstrations, workshops, tutorials and group critiques. Technical exercises and projects are set that encourage the development of skill proficiency and the refinement of conceptual concerns and creative ideas. Students are directed towards an analysis and critical awareness of both historical and current visual arts and media practice and are expected to maintain a visual diary of their process and related influences that provides continuity to their work and experience.

## Photomedia component: Assessment

Each project is described below. Make sure you read this document thoroughly. Usually you will be assessed on the following:

- **Satisfaction of requirements** As per project descriptions
- **Level of commitment and motivation** The level of application to set tasks, the ability to persevere, the level of involvement and degree of participation in lectures, seminars, workshops and discussions, and the level of professionalism.
- **Recognition of individual responsibility** The ability to be self-directed in determining objectives and appropriateness of resources.
- **Evidence of critical process** The willingness to instigate research and to analyse information. The ability to synthesise research and experience in creative expression. The ability for self-critical analysis in the evaluation of progress. The ability to articulate practice.
- **Technical skill appropriate to the work undertaken** The appropriate choice and use of
- Your chosen media

## ASSESSMENT (PHOTOMEDIA COMPONENT)

### 1. PROJECT PLANNING – 25% Due Lecture 4

The first part to this assessment and is worth 25% of your final mark. View this time as valuable process / observation time for the initial conceptual development of your project. Within your Visual Diary, compile a plan to complete the project – Profiles of Light. Start by considering a subject, a friend or family member perhaps, or a class mate. List the types of things they are involved in. Consider how you could involve some of one of those things into your portrait. Think about how you would light your subject ... is it possible in the conditions you wish to photograph your subject in. Do you have to compromise in some way? Will the portrait be formal casual or abstract? Research images to compile an idea of lighting styles and techniques. Put all this and more into your Visual diary to submit in Lecture 4.

### 2. 'PROFILES OF LIGHT' – a portrait – 40% Due Lecture 4

The challenge is to give expression to the portrait of your choice using techniques of available lighting control and camera techniques. The subject can be anybody but the image should impart information relevant to this person's interests, hobbies, work or life. Individually, with an SLR 35mm camera, you will be using at least one 35mm black & white roll of film of 100 / 125 ISO (available at PhotoStore). These images are to be taken by each person and are seen as final images for concepts you have considered (as in 'The Plan').

#### Key issues to consider:

- What emotive ambience or mood do you wish to provoke in your character?
- What lighting will you use to 'describe' your character?
- How will you impart information about your subject, other than the subject themselves?
- Continue to research subject and lighting variations beyond 'the plan'.
- Create the image as an entity, a document in itself or 'stand alone' image.
- Consideration of the image in terms and issues of Lighting and camera techniques is extremely important in this project.
- Translating the image into a work that speaks of your intention or issues you wish to convey.

In Lecture 2 the group will process the film in the Photomedia film processing rooms within Lecture time.

In Lecture 3 the group will print the negatives in the Photomedia darkrooms within Lecture time, although you may require some extra time out of class to obtain your final image. Check the darkroom door for availability out of class time.

In Lecture 4 you will have some time to finish the project prior to a discussion and submission of the project, which will be assessed and available for pick-up in one week.

The final work must be ONE 8x10 photo print however, as part of the submission of the project in Lecture 4, other images may be used to convey your research of the subject. Presentation is considered extremely important and must include the 'FINAL PHOTOGRAPHIC IMAGE' as the presentation in your Visual Diary. Include one page of dialogue discussing objectives, problems, issues and outcomes, of your project, as a conclusion. This project is assessable by submission BY the end of Lecture 4. Late submissions will incur a mark deduction!

### 3. GALLERY REVIEW - 25%– Due Lecture 2.

Write a page about the exhibition and profile the image, which stands out most for you. Discuss how you feel about the image. Discuss the content of the image. What you think the artist is trying to convey in the image and how is this achieved or not achieved? Do you like or hate the image? What do you think the techniques used and the lighting directions might be? Your written page must be typed and is due in the week two lecture.

### 4. VISUAL DIARY – 10%

Students will be required to use/create a diary of your working procedures, techniques and formulation of ideas throughout the course, over the next four weeks, pertaining to all that you learn in the class. Record processes of methods used to find solutions to problems and creative ideas. Use the visual diary to research, record notes and formulate ideas for your project. The diary will be required to be submitted and your project plan and project print within for assessment in Lecture 4 and provides an illustration to your understanding of the components within the course.

To achieve a passing grade all students must successfully complete all assessments, which are to be submitted on time. Students must maintain a satisfactory record of attendance (no more than three absences a session), be punctual and participate in class discussions. The student should expect to show evidence of the achievement of the course objectives. The subject will be assessed as follows:

1. Exercise 1 (Project Planning) = 25%
2. Project 1 (PROFILES OF LIGHT) = 40%
3. Gallery Field Trip Paper = 25%
4. Visual Diary = 10%

## PHOTOMEDIA COURSE SCHEDULE

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### CLASS ONE

Intro to course handouts, outlines, attendance sheet, health and safety. Discussion - History of the Image. Why use Film? Discussion about correlation between Digi and Analogue Camera use and instruction, loading film and consideration of Aperture/Shutter relationship. Shooting checklist.

**Profiles of Light** Overview & Project Handout.

**Project Planning -25%** - Draw/visualise the 'final image' as a plan to realise the result required and use as a guide. Collect images from anywhere and analyse lighting, particularly images depicting lighting styles you would like to use in your project.

**Project plan will appear in your Visual Diary**

**Lighting techniques and terminology.** Discussion related to approaching lighting, lighting ratios and contrast, creating atmosphere, emotion and empathy and reading and understanding exposure. Controlling available light.

**GALLERY REVIEW -25%** -Write a page about the exhibition and profile the one image that stands out most to you. **Due next week.**

**For Lecture 2 - exposed film, negative film sleeve, black & white RC photographic paper, scissors, disposable gloves, hand towel and appropriate clothing and proper foot-ware for darkroom.**

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## **CLASS TWO**

Overview of Project Plans/Drawings -Profiles of Light.  
Overview Camera use & Troubleshooting.

### Film Processing

**'PROFILES OF LIGHT'** Project Processing B/W 35mm films. Proofing of films on to black & white RC Photographic Paper.

**SUBMIT GALLERY PAPER**

**For Lecture 3 -Black & White Photographic Paper, scissors, disposable gloves, hand towel, appropriate clothing and foot-ware for darkroom.**

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## **CLASS THREE**

### Darkroom Practice

**'PROFILE OF LIGHT'** Project Darkroom printing of image/images related to project combining use of darkroom tools and techniques.

**For Lecture 4 - Continuation of Printing / preparation of your project.**

**Your finished project and dialogue relative to your image and how you achieved the final result, not only about context within the idea but also your methodology must be submitted by the end of the class. All assessable components will be incorporated in the Visual Diary.**

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## **CLASS FOUR**

**'PROFILES OF LIGHT'**.

Project Darkroom printing or final preparation of image/images related to project and Visual Diary.

Group Discussion

**Your finished project and dialogue relative to your image and how you achieved the final result, not only about context within the idea but also your methodology must be submitted by the end of the class. All assessable components will be incorporated in the Visual Diary.**

Projects will be retained by Lecturer, assessed and will be available to be picked up two weeks after the final class.