# Course Abstract

**Course ID and Name:PCP 221Color Printing Methods and Practice**

**Department:** Visual Performing Media Arts

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**Prerequisites:** *All MAD courses*     **Co-requisites:**
N/A

**Course Description:**

A study of color photography for digital processes: Materials and techniques are explored. This will include: study of color printing, digital photography, printing of digital files, color management systems, production of QuickTime VR panoramic, alternative processes and archival mounting of color prints. Students will create a portfolio of color photography.

**General Education Status:**

| Credits: | Lecture Hours: | Lab Hours: |
|---|---|---|
| 3 | 2 | 3 |

**Learning Outcomes:**
1. Demonstrate the ability to properly expose, develop, and print digital imagery.
2. Demonstrate the ability to digitally capture images & apply metadata.
3. Demonstrate the ability to color correct images digitally in Photo Shop.
4. Demonstrate the ability to recognize color systems & to apply color balance with filters.
5. Produce a portfolio of color images that demonstrate knowledge of above skills.

**Course Content**

Produce color corrected digital imagery by:
  a. utilizing Photoshop's color variations and color balance actions
  b. producing a digital print out of the color correction
  c. select and profile an image for correct paper and printer

2) Use a digital camera for professional reproduction by:
  a. proper handling of camera, memory storage and transferring images via computer
  b. correct exposure with natural and studio flash
  c. knowledge of digital camera lenses and accessories
  d. selecting ISO, resolution, and white balance
  e. selecting and shooting in different file formats
  f. storing and downloading digital files

3) Produce a QuickTime VR panoramic for on-screen viewing by:
  a. utilizing a digital camera for correct exposure for a series of images
  b. utilizing computer software for proper stitching of a series of images
  c. utilizing camera accessories for producing  panoramics

4) Archivally print and mount color images by:
  a. cutting window mats and mounting photos
  b. apply color profiles for printing images with inkjet printers

5) Apply digital asset management techniques for archiving and copyright purposes by:
  a. Select appropriate keywording for metadata
  b. Apply keywording and copyright to digital images
  c. Organize and archive digital files

6) Demonstrate knowledge of color systems by definition, analysis and comparisons
  a. Define: RGB, RYB, & CMYK
  b. Analyze and compare the different color theories
  c. Apply color theories to photographic projects

7) Present Professional Portfolio
  a. edit and mount selected color digital prints
  b. edit and mount selected color alternative process prints
  c. produce an electronic portfolio of selected color images