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11/4/97

LSC Use Only  
Number: \_\_\_\_\_  
Submission Date: \_\_\_\_\_  
Action-Date: \_\_\_\_\_

UWUCC USE Only  
Number: \_\_\_\_\_  
Submission Date: \_\_\_\_\_  
Action-Date: \_\_\_\_\_  
UWUCC App. 9/30/97  
Senate App. 11/4/97

**CURRICULUM PROPOSAL COVER SHEET**  
University-Wide Undergraduate Curriculum Committee

**I. CONTACT**

Contact Person Dr. Kurt Dudd Phone 2493  
Department Communications Media

**II. PROPOSAL TYPE (Check All Appropriate Lines)**

**COURSE** Electronic Imaging  
Suggested 20 character title

**New Course\*** CM 479 Electronic Imaging  
Course Number and Full Title

**Course Revision** \_\_\_\_\_  
Course Number and Full Title

**Liberal Studies Approval +** \_\_\_\_\_  
for new or existing course Course Number and Full Title

**Course Deletion** \_\_\_\_\_  
Course Number and Full Title

**Number and/or Title Change** \_\_\_\_\_  
Old Number and/or Full Old Title  
\_\_\_\_\_   
New Number and/or Full New Title

**Course or Catalog Description Change** \_\_\_\_\_  
Course Number and Full Title

**PROGRAM:**  Major  Minor  Track

**New Program\*** \_\_\_\_\_  
Program Name

**Program Revision\*** Communications Media (Production Development Track)  
Program Name

**Program Deletion\*** \_\_\_\_\_  
Program Name

**Title Change** \_\_\_\_\_  
Old Program Name

\_\_\_\_\_   
New Program Name

**III. Approvals (signatures and date)**

[Signature]  
Department Curriculum Committee

[Signature]  
Department Chair

[Signature]  
College Curriculum Committee

[Signature]  
College Dean

+ Director of Liberal Studies (where applicable)

\*Provost (where applicable)

**COURSE ANALYSIS QUESTIONNAIRE**  
**CM 479 Electronic Imaging**

CM 479 ELECTRONIC IMAGING

3c-01-3sh

Prerequisite: CM 271 or Permission

An overview to the use of electronic still photography (ESP) for the capture, recording and transfer of still images, and the use of personal computers for the storage manipulation, and output of color and black and white photography. Extensive training in the use of software packages such as Adobe Photoshop for image enhancement, restoration, and manipulation will be provided. Students will learn the applications of technology to the print media and will examine the ethical and legal issues of image manipulation.

**SECTION A: Details of the Course**

- A1 Electronic Imaging will fit into the photography sequence of courses offered by the Department of Communications Media. It will be an elective course open to any student, major or non-major, who meets the course prerequisite.
- A2 This course does not require changes in the content of any existing courses nor does it require any program changes.
- A3 Electronic Imaging has never been offered on a trial basis at IUP.
- A4 This course is not being proposed as a dual-level course.
- A5 This course may not be taken for variable credit.
- A6 Courses similar to this are currently being offered at Ohio University, University of Missouri School of Journalism, and Rochester Institute of Technology. I am not aware of a course of this nature being offered at any SSHE institution.
- A7 The content of this course is not required by any external accrediting agency. The National Press Photographers Association highly recommends that photojournalists possess skills in electronic imaging.

**SECTION B: Interdisciplinary Implications**

- B1 This course can be taught by several instructors in the Department of Communications Media.
- B2 This course does not overlap the content of courses offered by any other department on campus.
- B3 One seat in this course will be reserved for Continuing Education students.

## SECTION C: Implementation

- C1 Faculty resources to teach this course are currently adequate. It anticipated that Electronic Imaging will be offered once each academic year. One section less of Beginning Photography (CM 271) will be available to students to allow for this offering. This will reduce the number of sections of CM 271 from seven per academic year to six. Beginning Photography is a very popular course taken by students from throughout the University. the prerequisite of Cm 101 will be enforced for CM 271 to insure that all Communications Media majors and minors who need the course are accomodated. Other students will be accommodated as space permits.
- C2 Space: Ideally this course would be taught in a laboratory enviornment with sufficent computers to accommodate each student. Since image manipulation procedures are quite complex, with one misstep dooming the entire process, it is best for students to follow the instructor step by step through each procedure until they become familiar with it.

Since this is not the case here, format for the course will be lecture/demonstration. The course will be taught in Beard Auditorium, Stouffer Hall, in order to take full advantages of the room's multi-media capabilities which include a MacIntosh computer powerful enough to demonstrate the software being used in the course.

Students will practice and complete assignments outside class using the MacIntosh graphics computer lab in Stouffer G-16. Arrangements will need to be made to keep this lab open from 8 am until midnight each day to provide students with sufficient time to complete assignments outside of class. (Since the darkrooms in Stouffer Hall are open these same hour, the lab hours will complement normal procedures for students access to the building). The lab should be staffed by trained student assistants who can help students who encounter problems or who have questions.

Equipment: The MacIntosh equipment currently currently in the G-16 lab is inadequate for the purpose of this course. The machines produce only 8-bit color, their speed is slow to moderate, and most importantly, they lack sufficient RAM to operate Adobe Photoshop efficiently. Photoshop uses 24-bit color and requires a minimum of 8 mb of RAM: none of the lab machines have the capacity. Several of these machines can be upgraded to more RAM memory, but it is too costly to upgrade their operating speed.

To operate this course successfully would require the use of a minimum two Apple Power MacIntosh 7100/66 AV computers with dove communication boxes, 6"x8" Wacom Artz drawing tablets, 44Mb Syquest removable drives, and Apple Multiscan 17-inch, 832x624dpi "smart" monitors with BNC connectors. In addition,

two 13" color monitor/vcr's should be attached to each workstation for instructional purposes. The department has purchased the necessary equipment. See attached list.

The scanners and printers currently available in the lab will be sufficient to offer the class although the dye sublimation color printer that is available will be prohibitively expensive to operate. Because there is not sufficient support for outputting hard copies of images, students will be required to submit all work on floppy disk.

Laboratory Supplies and other Consumable Goods: Site licenses for Adobe Photoshop 3.0, Microsoft Word for the MacIntosh, and Aldus pagemaker 5.0 will need to be secured for each of the MacIntosh computers used for this course.

Library Materials: Library materials on the topic of electronic imaging, digital photography, or electronic photography do not exist at this time. Several titles have been ordered through the department library committee and it will continue to do so for the next several years. The Library does subscribe to Electronic Imaging magazine which will provide students with the most up to date articles in the field.

Travel Funds: No travel funds are anticipated for this course.

- C3 None of the resources for this course have been funded by a grant.
- C4 It is anticipated that this course will be offered once each academic year. There are no seasonal restrictions for this course.
- C5 One section of Electronic Imaging will be offered each academic year.
- C6 The availability of laboratory equipment restricts the offering of this course to between 15 and 20 students.
- C7 No professional society has addressed the issue of enrollment size in a course such as this.

SECTION D: Miscellaneous

SYLLABUS OF RECORD  
CM 479 ELECTRONIC IMAGING

**I. CATALOG DESCRIPTION**

CM 479 ELECTRONIC IMAGING  
Prerequisite: CM 271 or permission

3c-01-3sh

An introduction to the use of electronic still photography (ESP) for the capture, recording and transfer of still images, and the use of computers for the storage, manipulation, and output of color and black and white photography. Extensive training in the use of software packages such as Adobe Photoshop for image enhancement, restoration, and manipulation will be provided. Students will learn the applications of this technology to the print media and will examine the ethical and legal issues of image manipulation.

**II. COURSE OBJECTIVES**

The primary objective of this course is for students to acquire an in-depth, hands-on experience with the leading photo manipulation software as demonstrated by the application of their knowledge to the creation of images in the fields of photojournalism, commercial photography, and fine arts photography.

Secondary Objectives:

Students will acquire experience with at least four means of inputting digital images into a computer, i.e., electronic still camera, film scanner, flatbed scanner, and CD ROM.

Students will acquire hands-on experience with the MacIntosh computer including setting up the desktop, running applications, and communicating in the Internet and via E-Mail.

Students will acquire experience with how to manage, organize and store the images in an electronic imaging system and how to interface their system with a service bureau.

Students will consider the ethical and legal implications of image manipulation and how these issues are being addressed in the industry.

**III. METHODOLOGY**

The format for the course will be primarily lecture/discussion and demonstration. When using software packages such as Adobe Photoshop, the instructor will demonstrate techniques that students will try later in the lab. Each demonstration will also be available on videotape so that a student can watch the tape as they work. In addition, each student, as they work in the lab, will be able to communicate with the instructor via E-Mail.

## IV. DETAILED COURSE OUTLINE

- I. History and Evolution of Electronic Photography --2 hours
  - A. Early Attempts at Image Capture
  - B. The Charged Couple Device (CCD)
  - C. What the Future Holds
- II. Traditional vs Electronic Imaging -- 1 hour
  - A. What Traditional Photography Will Continue to Do Well
  - B. What Electronic Photography Makes Possible
- III. Image Acquisition -- 3 hours
  - A. Digital Cameras
  - B. Video Cameras
  - C. Print Scanners
  - D. Slide Scanners
  - E. CD-ROM
  - F. Kodak CD Image Technology
- IV. Image Manipulation -- 30 hours
  - A. Hardware (3 hours)
    1. MacIntosh vs PC applications
      - a. Introduction to MacIntosh
        - a. Getting around on the desktop
        - b. Opening and closing applications and files
        - c. Naming and saving files
        - d. Logging on to the Internet and electronic mail
    2. Leaf Technology
  - B. Software (27 hours)
    - Adobe Photoshop
      1. Introduction to Adobe Photoshop [3 hours)
        - a. System Calibration
        - b. Basic Keyboarding Applications
        - c. Using the Basic Tools
        - d. Using the Filters

2. Retouching a Scanned Image (6 hours)
  - a. Adjusting Midtones, Highlights, Shadows
  - b. Setting the White and Black Points
  - c. Cropping an Image
  - d. Retouching Image Flaws
  - c. Cloning
  - e. Fine Tuning Color Corrections
3. Creating Composite Photographs (9 hours)
  - a. Channeling, Image Types and Modes
  - b. Isolating a Background
  - c. Make, Edit, and Save a Selection
  - d. Resize Image to Fit Second Image
  - e. Pasting a Selection into a Second Image
4. Advanced Masking Techniques (9 hours)
  - a. Creating a Shadow Using Masks
  - b. Creating a Transparent Gradation w/ Type
  - c. Creating a Composite Image with Masks
- V. Image Output -- 2 hours
  - A. Ink Jet Printers
  - B. Dye-diffusion/sublimation
  - C. Thermal Wax Transfer
  - D. Service Bureaus
- VI. Organization and Storage of Electronic Images -- 1 hour
  - A. Using Kodak Shoebox software
- VI. Legal and Ethical Issues -- 3 hours
  - A. Copyright Laws
  - B. National Press Photographers Association Guidelines for Image Manipulation
  - C. Moral and Ethical Imperatives

## V. EVALUATION METHODS

- A. Test: A written test, consisting of essays as well as objective-type completion questions, will be given at the mid-term. 25%
- B. Performance: Eight weekly assignments will be given to test the student's proficiency, problem-solving skills, and creativity in the use of computer software packages such as Adobe Photoshop. For example, (1) students would be given a photograph with a tear through it and would be asked to repair the tear, (2) students would be given three photographs and asked to combine elements from each into one composite photograph, or (3) students would be given a portrait with a distracting background and would be asked to replace the background with one more suitable to the image. 50%
- C. Portfolio Each student will submit a portfolio of ten original images generated on the computer. These prints will showcase their skill in using Adobe Photoshop as well as their aesthetic sense in designing images with impact. 25%

## VI. REQUIRED TEXTBOOKS, SUPPLEMENTAL BOOKS AND READINGS

### A. Required Textbooks:

Grotta, Sally Wiener and Daniel Grotta, VISUAL IMAGING FOR VISUAL ARTISTS, Windcrest/McGraw-Hill, New York, 1994, 661 pp.

Naiman, Nancy, et. al. THE MACINTOSH BIBLE, 4th EDITION. Peachpit Press. Berkeley, CA. 1994, 1241 pp.

ADOBE PHOTOSHOP: CLASSROOM IN A BOOK, Adobe Systems Incorporated, Mountain View, CA, 1993, 209 pp.

### B. Supplemental Books and Readings

Internet: Listserver@photoshop.bgu.edu Each student registered for this course will be logged onto the Internet to take advantage of the Photoshop discussion list that is available. The discussions on the Photoshop list will supplement our classroom discussions and will enable students to seek advice and ask assistance on a world-wide network.

E-Mail: Each student will also be given a IUP Computing Identification Number so that we can communicate with each other via E-Mail. This will allow students who are working in the lab to immediately notify me of problems or questions as they arise so that, in many cases, issues can be identified, and corrections made, as the student works.

Readings: Numerous contemporary articles will be shared with students where pertinent. This is especially the case when discussing legal and ethical issues since these topics are so dynamic.



Books: It has been my habit in all my photography classes to share my extensive personal library with students. I will bring to each class the works of internationally-recognized artists and photographers who are working with electronic imaging and share their works and philosophies with students.

## **VII. SPECIAL RESOURCE REQUIREMENTS**

Each student will need to supply several 3-1/2-inch high density floppy disks on which to store images that they manipulate and to use to submit images for evaluation.

## VIII. BIBLIOGRAPHY

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March 20, 1995

Subject: Resources for Electronic Imaging

To: Dr. John Butzow, Dean  
College of Education

From: Kurt P. Dudt, Chairperson *K.P.D.*,  
Communications Media Department

This memo is to indicate that the Communications Media Department has voted to take \$24,000 of its \$59,000 (1995-96) Student Fees Allocation to support the proposed Electronic Imaging course. As indicated in the College of Education Curriculum Committee meeting, this \$24,000 also dovetails nicely with the needs of our graphics courses. We are supporting both areas (Photography and Graphics) by purchasing this equipment.

KPD:mar

This CM 479 Electronic Imaging will be a new course in the Product Development track.

**Old Program**

**Bachelor of Science--Communications Media**

**Liberal Studies:** As outlined in Liberal Studies section 54-55 with the following specifications:

**Natural Science:** laboratory sequence required  
(GS 101/102-103/104 recommended)

**Social Science:** PC 101

**Liberal Studies electives:** CO 101, no courses with CM prefix

**College** 3  
EP 202 Educational Psychology or  
EP 388 Interpersonal Effectiveness & Communication 3sh

**Major:**

**Required courses:**

CM 101 Communications Media in American Society 3sh  
CM 102 Basic Technology 1sh  
CM 103 Basic Communications Research 1sh  
CM 200 Images 3sh  
CM 395 Career Planning in Communication 1sh

**Controlled electives:** According to Track

**Product Development:** CM 303 (required), CM 271, 440, 444, 449, 451 (strongly recommended), CM 390, 441, 445, 450, 472, 473, 474, 475, 476, 477, 478, 489, 490 (also recommended) 33sh

**Electronic Media:** CM 403 (required), 404, 405, 451, 450 (strongly recommended), CM 230, 452, 454, 456, 480, 455, 390, 490 (also recommended) 36sh

**Training and Development:** CM 330, 335 (required), CM 271, 303, 403, 430, 435, 440, 449, 451 (strongly recommended), CM 390, 480, 490, 495 (also recommended) 36sh

**Other Requirements** 15-18  
Out-of-College Requirement (advisor approval) by Track 18sh  
Product Development Track 15sh  
Electronic Media 15sh  
Training and Development Track

**Free Electives** 6-7

**Total Degree Requirements** 124

This CM 479 Electronic Imaging will be a new course in the Product Development track.

**New Program**

**Bachelor of Science--Communications Media**

**Liberal Studies:** As outlined in Liberal Studies section 54-55  
with the following specifications:

**Natural Science:** laboratory sequence required  
(GS 101/102-103/104 recommended)

**Social Science:** PC 101

**Liberal Studies electives:** CO 101, no courses with CM prefix

**College** 3  
EP 202 Educational Psychology or  
EP 388 Interpersonal Effectiveness & Communication 3sh

**Major:**

**Required courses:**

CM 101 Communications Media in American Society 3sh  
CM 102 Basic Technology 1sh  
CM 103 Basic Communications Research 1sh  
CM 200 Images 3sh  
CM 395 Career Planning in Communication 1sh

**Controlled electives:** According to Track

**Product Development:** CM 303 (required), CM 271, 440, 444,  
449, 451 (strongly recommended), CM 390, 441, 445, 450, 472,  
473, 474, 475, 476, 477, 478, 479, 489,  
490 (also recommended) 33sh

**Electronic Media:** CM 403 (required), 404, 405, 451,  
450 (strongly recommended), CM 230, 452, 454, 456,  
480, 455, 390, 490 (also recommended) 36sh

**Training and Development:** CM 330, 335 (required), CM 271,  
303, 403, 430, 435, 440, 449, 451 (strongly recommended),  
CM 390, 480, 490, 495 (also recommended) 36sh

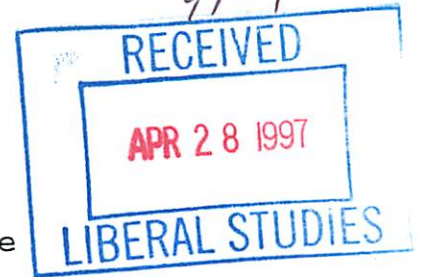
**Other Requirements** 15-18  
Out-of-College Requirement (advisor approval) by Track  
Product Development Track 18sh  
Electronic Media 15sh  
Training and Development Track 15sh

**Free Electives** 6-7

**Total Degree Requirements** 124



April 17, 1997



Subject: Questions from the Screening Committee

To: University-wide Curriculum Committee

From: Kurt P. Dudt, Chairperson *Kurt P. Dudt*  
Communications Media Department

- Q1. The Curriculum Committee asked that the proposal be forwarded with a list of faculty who could teach the course and a listing of equipment available to support the course.

The following Communications Media faculty are able to teach CM 479 Electronic Imaging:

Dr. Dennis Ausel  
Dr. Ronald Juliette  
Dr. Charles Kanyarusoke  
Dr. Paul Kornfeld

#### Equipment

The G16 Graphics/Multimedia laboratory is being developed meet the needs of all forms of digital imaging. Its objective is to provide learning experiences for students entering those facets of the field that call for a knowledge of professional level digital production processes and techniques. The laboratory is currently equipped as follows:

Laboratory: Two rooms and connected classroom. The lab is equipped with fiber optic and video connections for all the computers.

Hardware: Computers - Macintosh porting system 7.5, all computers are equipped with ZIP drives and tied to an Apple talk network.

17 Power Macintosh Computers - 11 work stations:  
5400 16 mb plus ram doubler (approx 30mb ram).  
8x CD stereo speakers 15" display. Equipped with ethernet cards.

6 work stations 7100 16 mb plus ram doubler  
(approx 30mb ram). 4x CD 17" display

1 work station Ci 20 mb ram plus ram doubler  
2x CD 14 high resolution display and Radius audio video board

Additional Hardware: Printers - Laser Writer select (600dpi)  
Laser Writer Pro (600dpi)  
Techtronics Color Quick  
Printer  
1 QuickTake Still Video  
camera (digital camera)  
2 amplified Sony speakers  
1 color camcorder  
1 black and white Sony video  
camera  
1 audio pre amplifier

Software: Full licensing for: Adobe Photoshop  
Illustra

Q2. The course overlaps with a lower division course that Fine Arts is teaching.

This course does not overlap with any course that is in the 1996-1997 catalog.

Q3. Do you have a rationale for offering an introductory course at the 400 level?

It is not an introductory course. The course has CM 271 Beginning Photography for a prerequisite.

Q4. Journalism also has needs in this area. Is there any conflict, or opportunities to conserve resources?

Journalism and Computer Science have written letters that express no concerns about the CM Department offering this course (See attached). The Communications Media Department is willing to work with all departments in the university on ways to share and conserve resources.

Q5. The Implementation section (C1 and C2) need to be revised. With that revision, the Provost will need to see the proposal again.

It's the Communications Media Department's understanding that the course does not have to go to the Provost unless there are resource issues. There are no new resource issues.

Q6. Much of the proposal is written in the first person. The course is to be taught, we believe, by more than one faculty member. The first person references should be re-written.

The department has revised the proposal and has removed the first person references.

#7

17-APR-1997 09:14:41.96

NEWMAIL

From: GROVE::MUKASA "Stanford G. Mukasa"  
To: KDU DT  
CC: MUKASA  
Subj: CM479

Kurt: The department of journalism has no objection and supports CM479 Electronic Imaging, a course being proposed by the Communications Media.

Stanford G. Mukasa  
Internet: [MUKASA@GROVE.IUP.EDU] BITNET: MUKASA@IUP  
URL: <http://www.iup.edu/~mukasa/>

-----  
Stanford G. Mukasa, Ph.D.

Chairman  
Department of Journalism Office: 412-357-3097  
Indiana University of Pennsylvania

Press RETURN for more...

MAIL>

MAIL>

#7 17-APR-1997 09:14:41.96

NEWMAIL

434 Davis Hall  
Indiana, PA 15705-1087 FAX: 412-357-7845  
412-349-3742

>CC: DAVID\_LIND,FCORBETT

>Subj: David and I are thinking "First Class" all the way!

>  
>Space still available for the May 19-21 professional development workshop

>  
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17-APR-1997 08:24:44.08

MAIL

From: GROVE::OBLITEY "Bill Oblitey"

To: KDUUDT

CC:

Subj: Electronic Imagery Course

Kurt,  
I have looked at the syllabus of records for the CM 479 course and it does not overlap with our CO 355 - Computer Graphics course. I do not have any problems with your department teaching this course.

Bill Oblitey

OBLITEY@GROVE.IUP.EDU

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William W. Oblitey, Ph.D. Chair.  
Computer Science Department  
Indiana University of Pennsylvania  
Indiana, PA 15705-1087

Desk: 412-357-4491  
Office-1: 412-357-2524  
Office-2: 412-357-2525  
FAX: 412-357-2724

#11 17-APR-1997 13:50:47.81

NEWMAIL

From: GROVE::TDEFURIO

To: KDU DT

CC: ANTHONY\_DEFURIO

Subj: Electronic Imaging Course

The Department of Art does not have any problem with the course you are proposing. The only point that I would call to your attention is that this department will be submitting a course proposal on computer imaging also. There may be some slight overlap of topics, but I don't believe that this will pose any serious academic problems or conflicts. The world of computer imaging is quite broad and there is room enough for application from a wide range of disciplines.