

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** Digital Imaging I

**CODE NO. :** PHT103 **SEMESTER:** 1

**PROGRAM:** Digital Photography and Imaging

**AUTHOR:** Colin Crowell

**DATE:** June 2014 **PREVIOUS OUTLINE DATED:** June 2013

**APPROVED:** "Colin Kirkwood" Aug/14

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**DEAN** **DATE**

**TOTAL CREDITS:** 4

**PREREQUISITE(S):** College and program admission requirements.

**HOURS/WEEK:** 4

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**I. COURSE DESCRIPTION:**

Students will learn the basic skills to manipulate photographic images and will learn procedures for production workflow. This course will give students the foundation for industry standard imaging applications and it's tools. Underlying focus of this course will be to develop visual aesthetic of tones, contrast, tonal relationships within Black and White photographs.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

**3. Create and edit well-designed and technically sound digital images using industry standard software**Potential Elements of the Performance:

- Assignments and in class labs will require submissions of finished images according to techniques previously demonstrated in the Digital Imaging Class.
- Understanding the differences with file types
- Basic use of Adjustment layers and masking.
- Proper use of Bridge as a file management system
- Understanding and use of Photoshop Windows(histogram, info, history, layers...)
- Understanding of shadows, highlights and midtones. Understanding their use in creating an B/W image.
- Understanding and use of Photoshop tools
- Proper use of Photoshop Adjustments (curves, levels, hue/saturation...)
- Proper use of darkroom methods in a digital environment(dodge, burn, contrast)
- Proper selection techniques
- Use of image retouching techniques
- Black and White conversion techniques
- Introduction to printing a Black and white image using inkjet printers.

**4. Finish and distribute images in a format that meets the needs of the client;**Potential Elements of the Performance:

-Assignments and in class labs will require submissions of finished images according to techniques previously demonstrated in the Digital Imaging Class

-Printing of black and white images using inkjet printers.

**5. Critically evaluate the effectiveness of images in written and verbal format;**

Potential Elements of the Performance:

-During in class critiques, the students will participate in discussing not only their own images, but those of other students.

6. **Develop a portfolio that demonstrates creative and professional skills and abilities in digital image capture and editing;**

Potential Elements of the Performance:

Assignments from this class will be part of year-end portfolio submission.

-Emphasis in this class will be on high-end final product submissions with portfolio level standards.

7. **Communicate effectively with clients and suppliers to provide high quality services;**

Potential Elements of the Performance:

-Emphasis on proper understanding of assignments and their detailed requirements.

-Discussion about photographing living subjects and the techniques of making the experience enjoyable and effective for both parties.

8. **Participate in ongoing professional development and adhere to ethical and industry standards;**

Potential Elements of the Performance:

-Students will be encouraged to refer to industry professionals in order to understand current and past styles and the reoccurring relationships between the two.

-In discussions and practice with photographing of a live subject, the students will learn about appropriate and ethical practices within the industry.

9. **Develop a business plan for the establishment and operation of a photographic services company.**

Potential Elements of the Performance:

-Discussions about product costs, minimum equipment requirements, cost saving solutions, and efficient workflow to ensure maximum profitability.

10. **Numeracy**

Potential Elements of the Performance:  
execute mathematical operations accurately

12. **Communication**

Potential Elements of the Performance:

communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. Respond to written, spoken, or visual messages in a manner that ensures effective communication

-Use of different finishing styles to effectively communicate a mood, concept or feel of a composition.

13. **CRITICAL THINKING & PROBLEM SOLVING**

Potential Elements of the Performance:  
apply a systematic approach to solve problems

14. **innovative thinking**

Potential Elements of the Performance:  
use a variety of thinking skills to anticipate and solve problems

15. **INFORMATION MANAGEMENT**

Potential Elements of the Performance:  
locate, select, organize, and document information using appropriate technology and information systems. Analyse, evaluate, and apply relevant information from a variety of sources

16. **INTER-PERSONAL**

Potential Elements of the Performance:  
show respect for the diverse opinions, values, belief systems, and contributions of others

17. **PERSONAL**

Potential Elements of the Performance:  
manage the use of time and other resources to complete projects

**III. TOPICS:**

1. Tones: HL, MT, SH... contact sheet
2. RAW DESATURATE vs. MONOCHROME TONES and OVERALL CONTRAST
3. Tones cont. Overall contrast of image. Set blacks and whites (limits) use shadow/highlight/exposure to adjust image. HISTOGRAM!!!
4. histogram. Fixing the odd tones. BRUSH TOOL as dodge tool.
5. Maximizing tonal range. Fill and HL recover. Careful of dull highlights. MUDDY SH and HL. See downfalls of exposure issues. SINS!!
6. histogram. Adding the curve layer. What does it do?
7. Different styles based on exposure. Good images.
8. Brush for contrast. Selective contrast. Bring out highlights vs. shadows/mids
9. Research styles. Digital output from RAW. File information.
10. Mimic a style. ADJUSTMENT LAYERS
11. Curves and lasso in PS... selective. Quality.
12. Curves mostly. Flatten in RAW. Density in RAW... then PS. Dodge Burn techniques.
13. Layers/Masks
14. Soft edge gradient
15. Restoration

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

All students will be required to use tools and materials specified in the equipment list. In addition students should expect to purchase consumable supplies such as printing paper, mat board, cover stock, etc.

**V. EVALUATION PROCESS/GRADING SYSTEM:**

All assignments = 100% of the grade.

Students must complete all assignments to achieve credit for the course.

Grade for this class will be taken from the evaluation of post production work for each assignment given in Intro to Studio Lighting Class.

The following semester grades will be assigned to students:

| <u>Grade</u> | <u>Definition</u> | <u>Grade Point Equivalent</u> |
|--------------|-------------------|-------------------------------|
| A+           | 90 – 100%         | 4.00                          |
| A            | 80 – 89%          |                               |
| B            | 70 - 79%          | 3.00                          |
| C            | 60 - 69%          | 2.00                          |
| D            | 50 – 59%          | 1.00                          |
| F (Fail)     | 49% and below     | 0.00                          |

|             |  |
|-------------|--|
| CR (Credit) | Credit for diploma requirements has been awarded.  |
| S           | Satisfactory achievement in field /clinical placement or non-graded subject area.  |
| U           | Unsatisfactory achievement in field/clinical placement or non-graded subject area.   |
| X           | A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course. |
| NR          | Grade not reported to Registrar's office.  |
| W           | Student has withdrawn from the course without academic penalty.  |

## VI. SPECIAL NOTES:

### Deductions – Lates and fails

#### **Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.

If an assignment deadline is missed the student **MUST** immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.

#### **Fail:**

A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.

Maximum grade for a failed assignment is "C" (65%)

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

#### **Resubmission Policy:**

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student:

- An assignment that was initially submitted past the initial assigned deadline will only be eligible for a maximum grade of C.
- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the Lates and Fails section in this outline.
- The resubmitted project must be accompanied by the original project and the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.
- Assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted.

It must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice and longer timeframe available.

- When comparing the original submission grade the student will receive benefit of the higher grade.

### **COURSE OUTLINE ADDENDUM**

1. Course Outline Amendments:  
The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.
2. Retention of Course Outlines:  
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

3. Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

4. Accessibility Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Accessibility Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

5. Communication:

The College considers ***Desire2Learn (D2L)*** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of this Learning Management System (LMS) communication tool.

6. Academic Dishonesty:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.



7. Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of November (fall semester courses), first week of March (winter semester courses) or first week of June (summer semester courses) will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

8. Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

9. Recording Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.