

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Portfolio Development

CODE NO. : PHT404 **SEMESTER:** 4

PROGRAM: Digital Photography and Imaging

AUTHOR: Colin Crowell

DATE: Oct. /16 **PREVIOUS OUTLINE DATED:** Dec 2016

APPROVED:

Sherri Smith
CHAIR

October 2016
DATE

TOTAL CREDITS: 6

PREREQUISITE(S): College and program admission requirements.

HOURS/WEEK: 6

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I. COURSE DESCRIPTION:

This is designed to be a working and consultation period. Overall objectives are experimentation, skill development and refining you shooting to preferred styles and content. These objectives are meant to lead you to a professional portfolio demonstrating your strengths, passions, technique and creativity.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

1.

Potential Elements of the Performance:

- Select, compile and organize a coherent body of work that expresses a range of creative and technical acumen and represents one's best photographic works
- Prepare images for professional presentation in a variety of portfolio formats, including print, Web, e-book, and/or other digital formats (e.g., PDF, ePub, interactive digital publications)
- Design, adapt and tailor different portfolios to target specific markets or audiences
- Use effective design concepts to display and present prints and images in a professional manner
- Use recognized criteria and guidelines to describe the aesthetic quality of an image
- Critique the aesthetic and technical qualities of one's own works (e.g., composition, use of colour, lighting, contrast, tone, proportion, perspective, mood, balance, etc.)
- Discuss the creation of one's own photographic images and justify the choices made to achieve the results
- Use effective composition and layout techniques within the portfolio to emphasize the quality of one's work
- Use communication skills effectively and persuasively to present a portfolio and to interact with clients in a professional manner
- Review and update portfolio content on an ongoing basis

2. **The graduate has reliably demonstrated the ability to select and use digital asset management* tools and strategies to catalogue, store, back up, retrieve and archive images and prints.**

Potential Elements of the Performance:

- Adapt storage, cataloguing and archival solutions to efficiently cull and prioritize digital images
- Develop an efficient digital workflow system, from point of capture to postproduction to final output
- Use industry standard media storage technology and digital asset and file management* software for organization, storage and retrieval of images
- Use methods and strategies to efficiently sort, select and retrieve print or digital

images from photography collections (e.g., file nomenclature protocols, hierarchical folder structures, automation of repetitive tasks, etc.)

- Use appropriate hardware devices and software to keyword and tag images
- Select appropriate file formats, methods and tools for long-term file preservation
- Assess the limitations of storage and archiving hardware
- Assess print format archival values (paper type, ink type, printing format) and the life cycle of various media
- Compare different digital file storage and backup systems, solutions and devices (e.g., servers, online storage, portable and mobile storage devices)
- Develop efficient image data backup and recovery strategies
- Use mobile technology to effectively manage digital assets (e.g., tablets, apps, virtual dropboxes)

3. **The graduate has reliably demonstrated the ability to develop strategies to maintain currency with evolving photography trends, issues, technologies and industry practices to enhance work performance and guide professional development.**

Potential Elements of the Performance:

- Apply knowledge of art history, history of photography, and great photographic works to enhance one's own artistic approach
- Evaluate photographic images for artistic and technical quality
- Solicit and identify resources and opportunities to pursue ongoing professional development activities (e.g., seminars/conferences, continuing education courses, certifications, trade shows)
- Seek out opportunities to gain additional experience in specialized fields of the photography industry (e.g., commercial, fashion, weddings, photojournalism)
- Solicit feedback on one's work from peers, clients and industry professionals
- Compare one's own works to that of others in order to uncover areas for improvement
- Network with other photography professionals using social media, forums and blogs
- Create and maintain an ongoing professional development plan and portfolio
- Identify the role of associations or organizations that promote or advocate for the photography industry

4. **The graduate has reliably demonstrated the ability to employ design elements* and principles* to plan and create visually sound images*.**

Potential Elements of the Performance:

- Use fundamental principles of design* and aesthetics in the creation of visual images
- Determine the essential visual elements and information to include in an image in keeping with its intended purpose and context
- Determine and express visual priorities, hierarchy and organization of visual elements in a manner that creates visual impact
- Scout appropriate locations and create design sets and backgrounds in accordance with the creative concept and the purpose of the shoot

- Apply different posing techniques to support the creative concept or the requirements of the brief
- Use design principles* such as repetition, rhythm, unity, balance, and the rule of thirds to enhance the overall quality of images.
- Use focusing techniques, including point of focus, in a manner that draws attention to the intended focal point of the image

5. **The graduate has reliably demonstrated the ability to create lighting schemes* using appropriate techniques, equipment and accessories to produce quality images* that meet the needs of the client.**

Potential Elements of the Performance:

- Create or adapt various lighting schemes* using different types of light (e.g., tungsten, LED, flash, natural light, ambient light) for image capture in studio, indoor or outdoor settings, in both colour, and black and white
- Apply basic physics principles to the capture and modification of various qualities of light
- Use light modifiers (e.g., softboxes, reflectors, umbrellas, snoots, grids, gobos, etc.) and various light sources (e.g., flash, available, natural, mixed, power packs) to create different lighting effects
- Select and use appropriate lighting equipment and accessories to create the desired lighting result
- Apply lighting techniques which preserve the authenticity/authentic appearance of available light
- Create appropriate lighting to suit concept and desired mood, atmosphere or appearance
- Design single and multiple light setups, as needed
- Differentiate and create hard and soft light using techniques such as direction, bounce, and diffusion
- Use various classic lighting positions (e.g., hair light, butterfly, split, broad, short, kicker, fill, main, back) to achieve desired effects
- Use in-camera metering techniques (e.g., spot, averaging) to accurately measure continuous light outputs
- Use handheld light meters and metering techniques to accurately measure light readings and/or determine light ratios in various studio and location scenarios
- Apply knowledge of colour temperature theory to use of lighting (e.g., white balance, colour temperature balance, Kelvin rating)

6. **The graduate has reliably demonstrated the ability to use post-production techniques to edit and finish images in formats that meet industry standards and the needs of the client.**

Potential Elements of the Performance:

- Use industry standard photo editing software tools and functions proficiently
- Select and use a variety of photo editing techniques to achieve the desired results (e.g., cropping, white balance, noise reduction, resizing, brightness, sharpening, colour correction, retouching, etc.)
- Control and optimize file size and resolution, and choose appropriate file format to ensure that optimum print quality can be achieved from the image file produced
- Select and use appropriate file formats (e.g., JPEG, TIFF, PSD) in different sizes and resolutions for use with various media, including print (e.g., matte, glossy, canvas, linen), Web, desktop and mobile devices
- Apply the principles of colour theory (e.g., use of colour, tonal values) to evaluate colour quality and apply corrections where required
- Use colour management techniques and software tools (e.g., colour calibration of input/output devices, colour profiles, colour space) to provide consistency among use of multiple devices and in final image output
- Effectively use industry standard printers and printer interface and management software to prepare print materials for distribution
- Transfer, save, copy, convert and export image files to and from different sources, devices or formats
- Determine the needs of the client in order to finish and distribute images in a format that meets their expectations

7. **The graduate has reliably demonstrated the ability to select and use appropriate photographic equipment and techniques to capture quality images* of a variety of subjects, in studio and on location.**

Potential Elements of the Performance:

- Operate a variety of camera types and digital devices (e.g., digital singlelens reflex (DSLR) cameras, digital backs)
- Select the appropriate device, equipment and accessories required for the specific job at hand
- Use basic and advanced camera functions proficiently (e.g., control functions, menus, focus lock, etc.) in both manual and automatic modes
- Select and apply appropriate settings to adjust focus, exposure, shutter speed, aperture, composition, brightness range, lighting, and depth of field
- Use handheld light meters to capture accurate light readings
- Assess and determine the best angles to shoot from in order to achieve intended results
- Select focal length and lenses appropriate to image composition • Select appropriate output file formats (e.g., RAW versus JPEG)
- Operate lighting, metering and triggering equipment, as needed (e.g., flashes,

strobes, flash and light meters)

- Apply basic principles of design*, lighting and colour theory to the composition and capture of images in both indoor and outdoor settings

III. TOPICS

1. What is a portfolio? Why are they needed instead of a digital presence?
2. WHAT DO YOU HAVE< WHAT DO YOU WANT TO HAVE? Portfolio Consultations - 1 on 1
3. What best defines your work?? SERIES vs. SINGLES to represent a series. VALUE TO EACH. PORTFOLIO DESIGN. Editing down an effective portfolio.
4. Vision, Content, Craft lecture series: development of affecting content.
5. Portfolio Layout
6. Artistic vs. professional balancing and substituting for specific clients
7. Editing Down a portfolio
8. Portfolio Consultation CLASS PRESENTATION
9. Artist Statement
10. Portfolio Consultations - 1 on 1
11. Portfolio Index page
12. Display of work: Gallery Presentation options.
13. Portfolio Consultations 1 on 1
14. Title Page
15. Public/Industry Critique of Portfolio

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:

ATTENDANCE: Missing more than 3 classes will lead to a 15% drop in final grade. More than 5 classes will result in a 30% reduction from overall final grade.

DELIVERABLES:

There will be 10 weekly assignments due in this class, complete series work can account for multiple weeks, both in time, and marks. These assignments will be worth 40% of your final mark in this class. All assignments must be submitted in order to pass this class. All assignments will be require a printed submission.

Final Portfolio. This will account for 40% of your final grade in this class.

The year end show will account for 20% of your final grade. This evaluation will include: participation/planning and presentation of your work.

The following semester grades will be assigned to students:

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

If a faculty member determines that a student is at risk of not being academically successful, the faculty member may confidentially provide that student's name to Student Services in an effort to help with the student's success. Students wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member

Deductions – Lates and fails

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor. A deduction of 35% will be taken from the overall mark of the assignment. I.e: an assignment scoring 85/100 will receive a -35 deduction, leading to a final score of 50/100.

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

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.