

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**SAULT  
COLLEGE**

**COURSE OUTLINE**

**COURSE TITLE:** Visual Communications  
**CODE NO. :** PHT203 **SEMESTER:** 2  
**PROGRAM:** Digital Photography and Imaging  
**AUTHOR:** Tim Harris  
**DATE:** January 2012 **PREVIOUS OUTLINE DATED:** none

**APPROVED:**

“B.Punch”

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**CHAIR**

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**DATE**

**TOTAL CREDITS:** 3

**PREREQUISITE(S):**

**HOURS/WEEK:** 3

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*For additional information, please contact Brian Punch, Chair,*  
*School of Natural Environment/Outdoor Studies & Technology Programs*  
*(705) 759-2554, Ext. 2681*

## I. COURSE DESCRIPTION:

Visual Communications - This course introduces students to the broad process of visual communication and its application in the photographic imaging industry. Students will examine how images are designed to work at communicating ideas or concepts effectively and the role photographs play in society as a whole.

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

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

### 1. Critically evaluate the effectiveness of images in written and verbal format.

#### Potential Elements of the Performance:

- Demonstrate critical evaluation skills with in class discussions.
- Make effective spoken and written presentations images.

### 2. Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.

#### Potential Elements of the Performance:

- Make spoken and visual presentations to class that demonstrate clear understanding of cultural visual communications.
- Create a photographic record that shows understanding of audience needs.
- Write concise proposals and evaluations of assignments.

### 3. Respond to written, spoken, or visual messages in a manner that ensures effective communication.

#### Potential Elements of the Performance:

Demonstrate communication skills with in class discussions.

Make written and visual evaluation to material presented by instructor and class.

### 4. Use a variety of thinking skills to anticipate and solve problems.

#### Potential Elements of the Performance:

Do assignments

### 5. Locate, select, organize, and document information using appropriate technology and information systems.

#### Potential Elements of the Performance:

Use computer designed slide show and word processing to make presentation.

### 6. Analyse, evaluate, and apply relevant information from a variety of sources.

#### Potential Elements of the Performance:

Make a spoken and visual presentation to class of a historical photographer and images after sourcing material from lectures, books and websites.

Create a photographic record that shows understanding of a part of historical photography.

### 7. Show respect for the diverse opinions, values, belief systems, and contributions of others.

&lt;insert course name here&gt;

&lt;insert course code number here&gt;

Potential Elements of the Performance:

Listen and comment in an appropriate manner to presentations by Instructor and other students.

Show relevance to photographic work that may have diverse opinions, values, and beliefs.

8. Manage the use of time and other resources to complete projects.

Potential Elements of the Performance:

Create a presentation in a timely manner.

Answer quizzes at appointed times.

Write test answers at appointed times using appropriate resources.

9. Capture professional quality images using the appropriate equipment and techniques

Potential Elements of the Performance:

Finish assignments using camera and lights or ambient lighting applying techniques taught in class.

10. Utilize design elements and lighting techniques to capture images that communicate effectively;

Potential Elements of the Performance:

Apply design elements and lighting technique and use to assignments.

11. Create and edit well-designed and technically sound digital images using industry standard software;

Potential Elements of the Performance:

Use Photoshop to edit assignments.

12. Finish and distribute images in a format that meets the needs of the client;

Potential Elements of the Performance:

Hand in assignments in professional formats.

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

Potential Elements of the Performance:

Utilize creative and technical skills developed to build a body of work.

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

Potential Elements of the Performance:

Through written and oral communication with Instructors, suppliers and potential clients students will develop projects to specifications.

15. Participate in ongoing professional development and adhere to ethical and industry standards

Potential Elements of the Performance:

Hand in all assignments in a professional industry standard manner with respect to ethical standards

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

Potential Elements of the Performance:

Begin to look at how assignments and technical ability relates to a business plan.

17. Apply a systematic approach to solve problems

Potential Elements of the Performance:

Study and apply systematic approaches to assignments.

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

Potential Elements of the Performance:

Create high quality images in response to instructor, client and suppliers needs.

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**III. TOPICS**

1. Why we make pictures.
2. Visual foundations.
3. Image Communication in media.
4. Communicating with multiple images.
5. Seeing with a camera.
6. Critiquing, discussing and talking about images.

**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, as necessary.

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

All assignments = 100% of the grade.  
There will be approximately 10 assignments.

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%	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.	

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## VI. SPECIAL NOTES:

### 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.

### 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.

### 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.

### Disability 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 Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

### Communication:

The College considers **WebCT/LMS** 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 the **Learning Management System** communication tool.

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Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

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. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

Electronic 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.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. *<Optional: It is the departmental policy that once the classroom door has been enclosed, the learning process has begun. Late arrivers will not be granted admission to the room.>*

&lt;insert course name here&gt;

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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 <choose November, March, or June> will be removed from placement and clinical activities. 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.

&lt;insert course name here&gt;

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## 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 late assignment will be penalized by a 20% deduction. There will be a specified date that late assignments can be handed in after which consultation with instructor will be necessary.

### **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.

A failed assignment must be entirely redone or corrected according to the instructor’s specific instructions.

Maximum grade for a failed re-submitted assignment is “C”.

### **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 not be eligible for re-evaluation
- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards.
- The resubmitted project must be handed in as specified 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



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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.