

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Visual Communications
CODE NO. : PHT203 **SEMESTER:** 2
PROGRAM: Digital Photography and Imaging
AUTHOR: Tim Harris
DATE: January 2013 **PREVIOUS OUTLINE DATED:** January 2012
APPROVED: "Colin Kirkwood" Jan. 14/13

	_____ DEAN	_____ DATE
TOTAL CREDITS:	3	
PREREQUISITE(S):		
HOURS/WEEK:	3	

Copyright ©2013 The Sault College of Applied Arts & Technology
Reproduction of this document by any means, in whole or in part, without prior written permission of Sault College of Applied Arts & Technology is prohibited.
For additional information, please contact Colin Kirkwood, Dean,
School of Environment, Design and Business
(705) 759-2554, Ext. 2688

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:
 - Create a photographic record that shows understanding of client's 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 buy 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. **Show respect for the diverse opinions, values, belief systems, and contributions of others.**
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.
7. **Manage the use of time and other resources to complete projects.**
Potential Elements of the Performance:

Hand in assignments on time
Answer quizzes at appointed times.
Write test answers at appointed times using appropriate resources.

8. **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.
9. **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.
10. **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.
11. **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

III. TOPICS

1. Conveying emotions in photographs
2. What makes iconic images iconic
3. Psychology of colour
4. Lighting as it applies to communicating gender
5. Showing emotion in inanimate objects
6. Examining classic photographs & comparing to their modern equivalents
7. Visual communication in cinematography

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.

Late assignments and resubmissions will only be accepted up until two weeks before the final day of 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.

A late assignment will be penalized by a 20% deduction and an additional 10% every week thereafter. There will be a specified date that late assignments can be handed in after which consultation with instructor will be necessary.

Late assignments and resubmissions will only be accepted up until two weeks before the final day of class.

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 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.

VII. COURSE OUTLINE ADDENDUM:

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