

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: Jan. 11/13 **PREVIOUS OUTLINE DATED:** Aug/11
APPROVED: "Colin Kirkwood" Jan. 14/13

DEAN

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:

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

1. Capture professional quality images using the appropriate equipment and techniques;

Potential Elements of the Performance:

- Proper equipment use
- Demonstrated control of all lighting within an image
- Use of strong compositional elements.

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

Potential Elements of the Performance:

- Demonstrated use of appropriate composition and lighting techniques for the subject matter.
- Demonstrated use of different color, lighting and compositional techniques and an understanding of their use.

3. Create and edit well-designed and technically sound digital Portfolio 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. This will involve layout styles, ordering of images, choice of formats of book, box or other option.

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

Potential Elements of the Performance:

- Teacher and Peer evaluations of effectiveness of assignment according to parameters and product.
- Assignments and in class labs will require submissions of finished images according to techniques previously demonstrated in the Digital Imaging Class

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.

-Presentations of work and concept behind submission.

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 commercial standards.

7. **Communicate effectively with clients and suppliers to demonstrate skills of the student.**

Potential Elements of the Performance:

-Emphasis on proper understanding of display of work.

-Discussion about client relationships and satisfying their needs.

8. **Develop Professional level, Personalized portfolio pieces according to student style and subject matter preference.**

Potential Elements of the Performance:

-Students will be expected to submit 10 personally motivated assignments with the intent of building a personalized portfolio. Some of these assignment periods can be used for technical experimentation.

9. **Design**

Potential Elements of the Performance:

Using primarily Photoshop, create a visually appealing design for your portfolio. This will involve research and development of modern trends, font, layouts and color palettes. Students will use their visual communication backgrounds to create a layout that communicates and harmonizes with the content of their portfolios.

10. **Communication**

Potential Elements of the Performance:

communicate clearly, concisely, and correctly in the written, spoken, and visual

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

11. **Building of a final Portfolio**

Potential Elements of the Performance:

Output an industry standard portfolio showcasing the student's skills and employability.

12. **Innovative Thinking**

Potential Elements of the Performance:

Use a variety of thinking skills to anticipate and solve problems

13. **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.

14. **Inter-personal**

Potential Elements of the Performance:

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

15. **Personal**

Potential Elements of the Performance:

manage the use of time and other resources to complete projects

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III. TOPICS

1. What is a portfolio? Why are they needed instead of a digital presence? Discussion about Graduation Exhibition. BOOKING LOCATION, FUNDRAISING, SPONSORSHIP.
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. Portfolio Layout
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:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
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 20% immediately after the due date. A 10% deduction for each week that it is late after the original due date. The total late penalty will be deducted from the final grade. Eg: 3 weeks late = 30% deduction from final grade of assignment.

Maximum grade for a late assignment is “C”.

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.

A failed assignment must be entirely redone or corrected according to the instructor’s specific instructions and resubmitted within one week.

Maximum grade for a failed 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 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.

VII. COURSE OUTLINE ADDENDUM:

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