

I. COURSE DESCRIPTION:

This workshop style class will take advantage of available experts in the photography industry. Special workshops may include nature photography, architectural photography, portraiture, food photography as well as guest lectures from suppliers, and related industry professionals to aid, guide and inspire photography students in their future careers. **Note: Schedule subject to change based upon speaker and location availability/scheduling. Some classes maybe rescheduled to evenings depending on location availability.**

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. **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

2. **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
- 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)

3. Experience various aspects of the photography industry through tours of industrial facilities

Potential Elements of the Performance:

Thru tours and guest lecturers, students will:

- Become familiar with the lighting conditions that occur in industrial plants
- Be familiar with the safety procedures that are expected of outside contractors when asked to work in an industrial setting
- Be aware of how to proceed with an industrial job and what's expected of the photographer
- Experience proper techniques for gaining access thru contact with appropriate officer.

4. 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
- Identify the role of associations or organizations that promote or advocate for the photography industry
- through guest speakers they will be introduced to other aspects of the business that can use photographers and what is expected of them
- Learn the various capacities that a photographer can work in other than traditional studio settings
- Students will be encouraged to refer to industry professionals in order to understand current and past styles and the reoccurring relationships between the two.
- Attendance and participation in workshops will give students access to specialized professional development in many photography related fields.
- In discussions and practice with photographing of a live subject, the students will learn about appropriate and ethical practices within the industry.

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.
- Participation in discussions on photography related fields presented by guest speakers.

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.

III. TOPICS

1. Intro
2. Street photography
3. Event photography
4. Industrial/commercial photography
5. Food Photography
6. Photographic Promotional Material
7. Marketing for photographers
8. Homemade light modifiers
9. Framing & Matting
10. Macro Photography

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:

Grading will be as follows:

Assignments constitute 50% of the final mark

In Classroom constitutes 50% of the final mark. The In Classroom mark is made up as follow

- 25%: Attendance - Attendance will be taken at the beginning & the end of each class. Students not present for both roll calls will be considered absent.
- 25%: Class participation - students are expected to participate fully in class critiques of the above mentioned assignments in order to receive a grade for this portion of the class. When there is a guest speaker, the student will be expected to participate by asking a submitted question of the speaker.

An assignment that is missing or below a minimum standard of a D, is equivalent to not meeting course objectives which results in an "F" (fail) grade for the course. ***Students must complete all assignments to achieve credit for the course.*** Late assignments and resubmissions will be accepted up until two weeks before the final day of this class.

Attendance:

Attendance will be taken at the beginning & the end of each class. Students not present for both roll calls will be considered absent.

All assignments = 100% of the grade. An assignment that is missing or below a minimum standard of a D, is equivalent to not meeting course objectives which results in an "F" (fail) grade for the course. ***Students must complete all assignments to achieve credit for the course.***

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

VI. SPECIAL NOTES:

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.

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 for being late and a 10% deduction for each week that it is late after. The total late penalty will be deducted from the final grade.

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.

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 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.