



**I. COURSE DESCRIPTION:**

This course is intended to introduce the student to the skills required in creating and choosing high quality photographs for reproduction in both the print and electronic media. This course will centre around the use of the digital camera, scanners, and Adobe Photoshop. The course will lead to preparing photographic files for optimal reproduction and serve as an entry into Computer Production 1 and 2 in the following semesters.

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

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

1. Identify design problems, plan and document design solutions  
Potential elements of the performance
  - Use provided documentation structure to document design problem statements
  - Develop a project plan to guide design research and creativity
  - Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research
  - Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
  - Demonstrate an ability to include user testing methods as required in design process and document the results.
2. define relevant photographic and production art terminology  
Potential Elements of the Performance:
  - understand and recall definitions for photographic and electronic production terminology
3. create photographic compositions using digital camera and studio techniques and utilize those images in ongoing design projects  
Potential Elements of the Performance:
  - demonstrate an understanding of basic studio lighting techniques
  - demonstrate an understanding of using natural

light in photography

- exhibit an understanding of compositional techniques
  - demonstrate an ability to transfer images from digital camera to computer and use those images in ongoing design projects
4. Demonstrate an understanding of file formats and the appropriate use of each format.  
Potential Elements of the Performance:
- research and recall the file formats that different graphic design related software can use
  - compare and contrast the use of GIF, TIF, JPEG, EPS file formats
  - Choose appropriate file formats according to the final use and optimal reproduction of the image
5. Demonstrate an understanding of halftone, duotone, and quadritone colour applications  
Potential Elements of the Performance:
- define colour use terms of halftone, duotone, quadritone and four colour process
  - demonstrate an ability to manipulate photographs to be reproduced in the above colour applications
  - demonstrate an ability to adjust halftones for optimal reproduction in the printing process
6. Demonstrate an ability to use effects achieved through photomanipulation software in design applications  
Potential Elements of the Performance:
- demonstrate an ability to use photoshop filters for desired effects
  - demonstrate an ability to use layering effects for desired results
  - Create new imagery to communicate concepts by manipulating and merging multiple images
7. Demonstrate an ability to adjust black and white images for optimal reproduction  
Potential Elements of the Performance:
- Review and recall the effect of resolution on the reproduction of an image
  - Demonstrate an ability to adjust white/black points in an image for optimal reproduction
  - Demonstrate an ability to manipulate colour values as required by the reproduction process

### III. TOPICS:

1. Research and design documentation skills
2. Photographic techniques - studio and natural light
3. Operation of a digital camera and scanner
4. File formats
5. Photomanipulation techniques
6. Adjusting black and white images
7. Relevant terminology and Art direction
8. Communicating ideas and concepts with photography
9. Combining typographic, photographic, and illustrative skills to solve design problems
10. Professional practices

#### **IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

It is highly recommended that students come to class with their own digital cameras. A basic point and shoot camera minimum 3.2 megapixel with a USB connection is sufficient as a minimum for this class. If a student does not have their own camera the college has a limited supply available for student use. For archiving electronic files students will need to recordable CD's for storage and retrieval. The use of currently available memory sticks or ipod's for file transfers are also encouraged

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

Assignments will constitute 100% of the student's final grade in this course. Assignments will be evaluated according to the following, in accordance with college policies:

This course will be evaluated in terms of a letter grade indicating overall performance in this class. All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "F" ( Fail ) grade for the course.

##### **Assignment breakdown**

Weekly shooting assignments (8)	20% of final
assignment 1 - portfolio of images	20% of final
basic skills assignment	10% of final
photo design assignment 1	20% of final
photo design assignment 2	30% of final

final grade /100  
 deductions (late assignments (-5%/week from final course grade),  
 absents over 3 (-10/class missed)) -%  
 final grade  
 % - see below for grade equivalent.

The following semester grades will be assigned to students:

<b>Grade</b>	<b><u>Definition</u></b>	<b><i>Grade Point Equivalent</i></b>
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:

### Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 so that support services can be arranged for you.

### 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.

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.

Plagiarism:

Students should refer to the definition of "academic dishonesty" in *Student Code of Conduct*. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. 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.

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.

Substitute course information is available in the Registrar's office.

**Deductions - Lates and F grades**

**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 5% deduction for each week that its late. The total late penalty will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from 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 an incomplete grade with additional penalties outlines below.

**Fail (F) grades**

A failing grade 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 failing grade assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within a timeframe specified by the Professor.

A failing grade assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a resubmitted failing grade assignment is "C"

Failed (F grade) assignments not submitted by the specified deadline will be subject to 5% late deductions for each week they are overdue.

#### Homework

This is a four credit course delivered in a 3 hour format. A minimum of one hour homework per week can be expected with more time needed on larger assignments.

#### **Attendance**

Significant learning takes place within the classroom environment. It is imperative that student attend and be present for each class in its entirety.

A total of three absences will be tolerated during the semester with no penalty. It is the student's responsibility to catch up on missed work.

Absences in excess of three per semester will be penalized by a 10% deduction from the final grade for each class missed.

Attendance will be taken by the professor at the start of each class and at the midpoint of each class.

Students leaving class early will be considered absent for one half class. Students arriving to class after the opening lecture given at the start of each class will also be considered absent for half of a class.

#### **VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

#### **VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related

to the course in question.