

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE:	Digital Photography		
CODE NO. :	ADV 242	SEMESTER:	15W
PROGRAM:	Graphic Design		
AUTHOR:	Frank Salituri		
DATE:	Dec 2014	PREVIOUS OUTLINE DATED:	Dec 2013
APPROVED:	"Colin Kirkwood"		Jan 2015
	_____		_____
	DEAN		DATE
TOTAL CREDITS:	4 credits		
PREREQUISITE(S):	ADV 213, ADV 238, ADV 236		
HOURS/WEEK:	3 hours class time per week		

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*For additional information, please contact Colin Kirkwood, Dean
School of Environment, Technology and Business*

705-759-2554, ext. 2688

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.

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, communicating design problems to photographers through art direction.Potential elements of the performance

- Demonstrate the ability to identify a design problem, develop a solution to problem and communicate solution to a third party (photographer).
- Develop a project plan to guide design research and creativity
- Demonstrate an ability to communicate a plan to achieve creative solutions, document and communicate design process through art direction
- Demonstrate the ability to photograph and collect reference images for use as research and reference material for on going design/illustration projects

2. define relevant photographic and production art terminologyPotential 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 projectsPotential 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 photo manipulation 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. Photo manipulation 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 6 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 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.

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
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.

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 outlines 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 re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

Maximum grade for a failed assignment is "C"

Preliminary Studies:

All assignments require preliminary or intermediate steps such as thumbnails, roughs, and preliminary comprehensive layouts.

These intermediate steps are evaluated according to criteria established by the instructor and submitted according to established timelines. The final grade for each assignment will be an average of the grade achieved for all stages of the assignment. This reinforces the importance of the preliminary stages of each project.

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 section for Lates and Fails in this outline.

- the resubmitted project must be accompanied by the original project and the original evaluation sheets (with written indication of grade breakdown) provided by the professor
- 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 achievement of learning outcomes achieved by the student during later sessions in the semester.
- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
- Assignments will not be accepted for resubmission to include preliminary studies. Preliminary studies should be completed before the commencement of work on final comprehensives and as such will only be considered for evaluation on or before the original submission. Assignments resubmitted to include preliminaries must be completely re-done and have a new creative direction for evaluation.

VII. COURSE OUTLINE ADDENDUM:

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