

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).
- Demonstrate an ability to communicate a photographic 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 with the ability to 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 PNG, JPEG, TIF and PSD file formats
- Choose appropriate file formats according to the final use and optimal

- reproduction of the image
- Demonstrate an understanding of image size and resolution and the variety of uses for each

5. **Demonstrate an ability to use appropriate photo adjustment tools within photoshop**

Potential Elements of the Performance:

- Demonstrate an ability to use photoshop basic adjustments tools for optimal output quality
- Demonstrate an ability to use layer adjustments for desired results
- Create new imagery to communicate concepts by manipulating and merging multiple images
- Demonstrate the ability to use illustrative techniques with photo manipulation to create usable imagery in design projects

6. **Demonstrate an ability to recognize and adjust images for optimal reproduction**

Potential Elements of the Performance:

- Demonstrate an ability to adjust and selectively adjust an image using levels, curves, exposure and contrast to achieve a desired effect or style
- Demonstrate an ability to selectively manipulate colour hues and values using colour balance, hue/saturation and gradient maps to achieve a desired effect or style

III. TOPICS:

1. Research and design documentation skills – Art Direction
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
8. Communicating ideas and concepts with photography
9. Combining 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 or phone cameras. A basic point and shoot or phone camera with a

minimum of 8 megapixel is sufficient as a minimum for this class. For archiving electronic files students will need a portable storage device for storage and retrieval.

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 | <u>Definition</u> | <i>Grade Point Equivalent</i> |
|--------------|--|--------------------------------------|
| 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

- Select assignments 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.

COURSE OUTLINE ADDENDUM

1. Course Outline Amendments:
The faculty member reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.
2. 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.
3. Prior Learning Assessment:
Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Key Dates Calendar for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio. Student Services can provide information regarding the Prior Learning Assessment and Recognition policy or it can be viewed on the student portal.

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

4. Student Portal:
The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information timetable, grades, records of achievement, unofficial transcript, and outstanding obligations. In addition announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more is available. Go to <https://my.saultcollege.ca>.
5. Communication:
The College considers **Desire2Learn (D2L)** 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 this Learning Management System (LMS) communication tool.
6. Accessibility Services:
If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with the Accessibility Services office. Call Ext. 2703 or email studentsupport@saultcollege.ca so that support services can be arranged for you.
7. Audio and Video Recording Devices in the Classroom:
Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. Students with disabilities who require audio or visual recording devices in the classroom as an accommodation will receive approval from their counsellor once the Audio and Video Recording Devices in the Classroom Policy has been reviewed by the student. Recorded classroom instruction will be used only for individual academic use and will not be used for any other purpose. Recordings may only be used for individual study of materials presented during class and may not be published or distributed. Intentional misuse of audio and video recordings or intentional misrepresentation when requesting the use of a device for recording shall constitute a violation of this policy and laws protecting intellectual property.
8. Academic Dishonesty:
Students should refer to the definition of “academic dishonesty” in the *Student Code of Conduct*. Students who engage in academic dishonesty will be issued a sanction under the Student Code of Conduct which could lead to and include expulsion from the course/program. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, students must use a documentation format for referencing source material.
9. Tuition Default:
Students who have defaulted on the payment of tuition) as of the first week of November (fall semester courses), first week of March (winter semester courses) or first week of June (summer semester courses) will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.