COURSE OUTLINE: GRD201 - DIGITAL PHOTO MANIP

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	GRD201: DIGITAL PHOTO MANIPULATION
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semesters/Terms:	19W
Course Description:	This is a foundation level course that will provide the participant with a solid understanding of basic photographic techniques as well as the ability to understand a photographic language to better art direct photographers in their future careers. Images gathered will also be manipulated using photographic editing software to provide participants with a base level skill set to expand upon in future coursework and challenges. Developing and manipulating images for use in both Web-based and print-based applications will be studied.
Total Credits:	3
Hours/Week:	3
Total Hours:	63
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**1094 - DIGITAL MEDIA** VLO 1 — Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project. VLO 2 — Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user. VLO 3 — Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief. VLO 4 — Design, develop and create a variety of media products using relevant, current and/or emerging technologies. VLO 5 — Communicate ideas, design concepts and opinions clearly and persuasively to others. VLO 8 — Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations. VLO 9 — Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.
Essential Employability Skills (EES) addressed in this course:	EES 1 — Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 — Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 3 — Execute mathematical operations accurately. EES 4 — Apply a systematic approach to solve problems.

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	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D
Other Course Evaluation & Assessment Requirements:	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 redone or corrected according to the instructors specific instructions and resubmitted within a negotiated timeframe.
	Maximum grade for a failed assignment is C.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Identify design problems,communicating design problems to photographers through art direction.	1.1 Demonstrate the ability to identify a design problem, develop a solution to problem and communicate solution to a third party (photographer). 1.2 Demonstrate an ability to communicate a photographic design process through art direction. 1.3 Demonstrate the ability to photograph and collect reference images for use as research and reference material for ongoing design/illustration projects.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Define relevant photographic and production art terminology.	2.1 Understand and recall definitions for photographic and electronic production terminology.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Create photographic compositions using digital camera and studio techniques with the ability to utilize those images in ongoing design projects.	3.1 Demonstrate an understanding of basic studio lighting techniques. 3.2 Demonstrate an understanding of using natural light in photography. 3.3 Exhibit an understanding of compositional techniques. 3.4 Demonstrate an ability to transfer images from digital camera to computer and use those images in ongoing design projects.

Course Outcome 4	Learning Objectives for Course Outcome 4
4. Demonstrate an understanding of file formats and the appropriate use of each format.	4.1 Research and recall the file formats that different graphic design related software can use. 4.2 Compare and contrast the use of PNG, JPEG, TIF and PSD file formats. 4.3 Choose appropriate file formats according to the final use and optimal reproduction of the image. 4.4 Demonstrate an understanding of image size and resolution and the variety of uses for each.
Course Outcome 5	**Learning Objectives for Course Outcome 5**
5. Demonstrate an ability to use appropriate photo adjustment tools within Photoshop.	5.1 Demonstrate an ability to use Photoshop basic adjustments tools for optimal output quality. 5.2 Demonstrate an ability to use layer adjustments for desired results. 5.3 Create new imagery to communicate concepts by manipulating and merging multiple images. 5.4 Demonstrate the ability to use illustrative techniques with photo manipulation to create usable imagery in design projects.
Course Outcome 6	**Learning Objectives for Course Outcome 6**
6. Demonstrate an ability to recognize and adjust images for optimal reproduction.	6.1 Demonstrate an ability to adjust and selectively adjust an image using levels, curves, exposure and contrast to achieve a desired effect or style. 6.2 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.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Assignments and Projects	100%	

Date: June 22, 2018

Please refer to the course outline addendum on the Learning Management System for further information.