

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Visual Communications

CODE NO. : PHT203

SEMESTER: 2

PROGRAM: Digital Photography and Imaging

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DATE: January 2016 **PREVIOUS OUTLINE DATED:** January 2015

APPROVED:

DEAN

DATE

TOTAL CREDITS: 3

PREREQUISITE(S):

HOURS/WEEK: 3

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I. **COURSE DESCRIPTION:**

Visual Communications - This course introduces students to the broad process of visual communication and its application in the photographic imaging industry. Students will examine how images are designed to work at communicating ideas or concepts effectively and the role photographs play in society as a whole.

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 employ design elements* and principles* to plan and create visually sound images*.**

Potential Elements of the Performance:

- Use fundamental principles of design* and aesthetics in the creation of visual images
- Determine the essential visual elements and information to include in an image in keeping with its intended purpose and context
- Determine and express visual priorities, hierarchy and organization of visual elements in a manner that creates visual impact
- Scout appropriate locations and create design sets and backgrounds in accordance with the creative concept and the purpose of the shoot
- Apply different posing techniques to support the creative concept or the requirements of the brief
- Use design principles* such as repetition, rhythm, unity, balance, and the rule of thirds to enhance the overall quality of images.
- Use focusing techniques, including point of focus, in a manner that draws attention to the intended focal point of the image

2. **Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.**

Potential Elements of the Performance:

- Create a photographic record that shows understanding of client's needs.
- Write concise proposals and evaluations of assignments.
- Demonstrate critical evaluation skills with in class discussions
- Make effective spoken and written presentations images.

3. **Study and apply current trends in colour, style, composition, content, light to effectively communicate topics or concepts the client or situation may need.**

Potential Elements of the Performance:

- Understand how compositional choices can drastically change the message of a photograph.
- Apply appropriate choices when planning/photographing to ensure accuracy in your message.

4. **Use a variety of thinking skills to anticipate and solve problems.**

Potential Elements of the Performance:

- Do assignments

5. **Locate, select, organize, and document information using appropriate technology and information systems.**

Potential Elements of the Performance:

- Use computer designed slide show and word processing to make presentation.

6. **Show respect for the diverse opinions, values, belief systems, and contributions of others.**

Potential Elements of the Performance:

- Listen and comment in an appropriate manner to presentations by Instructor and other students.
- Show relevance to photographic work that may have diverse opinions, values, and beliefs.

7. **Manage the use of time and other resources to complete projects.**

Potential Elements of the Performance:

- Hand in assignments on time
- Answer quizzes at appointed times.
- Write test answers at appointed times using appropriate resources.

8. **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

9. **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
- Design single and multiple light setups, as needed
- 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)

10. **The graduate has reliably demonstrated the ability to use post-production techniques to edit and finish images in formats that meet industry standards and the needs of the client.**

Potential Elements of the Performance:

- Use industry standard photo editing software tools and functions proficiently
- Select and use a variety of photo editing techniques to achieve the desired results (e.g., cropping, white balance, noise reduction, resizing, brightness, sharpening, colour correction, retouching, etc.)
- Control and optimize file size and resolution, and choose appropriate file format to ensure that optimum print quality can be achieved from the image file produced
- Select and use appropriate file formats (e.g., JPEG, TIFF, PSD) in different sizes and resolutions for use with various media, including print (e.g., matte, glossy, canvas, linen), Web, desktop and mobile devices
- Apply the principles of colour theory (e.g., use of colour, tonal values) to evaluate colour quality and apply corrections where required
- Use colour management techniques and software tools (e.g., colour calibration of input/output devices, colour profiles, colour space) to provide consistency among use of multiple devices and in final image output
- Effectively use industry standard printers and printer interface and management software to prepare print materials for distribution

- Transfer, save, copy, convert and export image files to and from different sources, devices or formats
- Determine the needs of the client in order to finish and distribute images in a format that meets their expectations
- Establish criteria to select appropriate images for finishing and distribution

11. Participate in ongoing professional development and adhere to ethical and industry standards

Potential Elements of the Performance:

- Hand in all assignments in a professional industry standard manner with respect to ethical standards

III. TOPICS

1. Visual communication basics
2. Interpreting photographs
3. Psychology of colour and colour theory
4. A photographic communication process
5. Creative expression and conveying meaning
6. The photographic truth
7. Photography genres and their decision makers
8. Product and service photography
9. Photography in advertising and marketing
10. Effectively break the rules
11. Developing a personal brand
12. Personal photography portfolio

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. as necessary.

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments will be weighted equally and will constitute 100% of the student's final 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. There will be approximately 10 assignments.

Attendance:

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

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes.

Attendance is mandatory for this course to ensure the course requirements and objectives are met. After 3 absences 10% per class missed will be deducted from the final grade for this course.

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:

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 deduction of 30% will be taken from the overall mark of the assignment. For example an assignment scoring 85/100 will receive a -30 deduction, leading to a final score of 55/100.

There will be a specified date that late assignments can be handed in, after which consultation with instructor will be necessary.

If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.

A late assignment that is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined 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 instructor’s specific instructions.

Maximum grade for a failed re-submitted 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.
- The resubmitted project must be handed in as specified 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.