

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 though 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:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
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.

Resubmission policy.

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.

- a) an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- b) 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.
- c) 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
- d) 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.
- e) Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
- f) 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.
- g) When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
- h) 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. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit Form from the program coordinator (for course-specific courses), or the course coordinator (for general education courses), or the program's academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.