

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Photography 3

CODE NO. : PHT300

SEMESTER: 3

PROGRAM: Digital Photography and Imaging

AUTHOR: Colin Crowell

DATE: June 2016

PREVIOUS OUTLINE DATED: June 2015

APPROVED:

Colin Kirkwood

June 2016

DEAN

DATE

TOTAL CREDITS: 4

PREREQUISITE(S): College and program admission requirements.

HOURS/WEEK: 4

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I. COURSE DESCRIPTION:

This course will focus on studio and location photography with the use of continuous and strobe/flash artificial light so students can learn to photograph for industrial and commercial clients. Wedding, architecture, fine art and commercial photography will be some of the topics covered.

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 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

2. **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)

3. **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:

-Assignments and in class labs will require submissions of finished images according to techniques previously demonstrated in the previous and current Digital Imaging Classes. See outlines for details

4. **The graduate has reliably demonstrated the ability to use business planning and administrative skills to support and maintain a photography business.**

Potential Elements of the Performance:

- Assess and anticipate market needs in order to offer and promote relevant products and services
- Communicate with clients to determine needs, establish goals, benchmarks and deadlines for delivery of work, provide status updates and obtain and respond to feedback on client satisfaction
- Determine the resources required and establish sufficient timelines and budgets to obtain them for each step of the assignment
- Establish and maintain a contact log of clients, suppliers and additional resource contacts
- Complete work in a timely fashion and meet established milestones and deadlines

5. **The graduate has reliably demonstrated the ability to develop and present a professional portfolio that illustrates one's creative approach and image conception, capture, editing and production skills.**

Potential Elements of the Performance:

- Select, compile and organize a coherent body of work that expresses a range of creative and technical acumen and represents one's best photographic works
- Prepare images for professional presentation in a variety of portfolio formats, including print, Web, e-book, and/or other digital formats (e.g., PDF, ePub, interactive digital publications)
- Use recognized criteria and guidelines to describe the aesthetic quality of an image
- Critique the aesthetic and technical qualities of one's own works (e.g., composition, use of colour, lighting, contrast, tone, proportion, perspective, mood, balance, etc.)
- Discuss the creation of one's own photographic images and justify the choices made to achieve the results
- Use effective composition and layout techniques within the portfolio to emphasize the quality of one's work
- Use communication skills effectively and persuasively to present a portfolio and to interact with clients in a professional manner
- Review and update portfolio content on an ongoing basis

6. **The graduate has reliably demonstrated the ability to develop strategies to maintain currency with evolving photography trends, issues, technologies and industry practices to enhance work performance and guide professional development.**

Potential Elements of the Performance:

- Apply knowledge of art history, history of photography, and great photographic works to enhance one's own artistic approach
- Evaluate photographic images for artistic and technical quality
- Seek out opportunities to gain additional experience in specialized fields of the photography industry (e.g., commercial, fashion, weddings, photojournalism)
- Solicit feedback on one's work from peers, clients and industry professionals
- Compare one's own works to that of others in order to uncover areas for improvement
- Network with other photography professionals using social media, forums and blogs
- Create and maintain an ongoing professional development plan and portfolio

7. **The graduate has reliably demonstrated the ability to employ design elements* and principles* to plan and create visually sound images*.**

Many fundamentals of Image design will be drawn from Intro To Design and Visual Communication Classes. See outlines for details.

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

8. **The graduate has reliably demonstrated the ability to select and use digital asset management* tools and strategies to catalogue, store, back up, retrieve and archive images and prints.**

Potential Elements of the Performance:

- Adapt storage, cataloguing and archival solutions to efficiently cull and prioritize digital images
- Develop an efficient digital workflow system, from point of capture to postproduction to final output
- Use industry standard media storage technology and digital asset and file management* software for organization, storage and retrieval of images
- Use methods and strategies to efficiently sort, select and retrieve print or digital images from photography collections (e.g., file nomenclature protocols, hierarchical folder structures, automation of repetitive tasks, etc.)
- Use appropriate hardware devices and software to keyword and tag images
- Select appropriate file formats, methods and tools for long-term file preservation
- Assess print format archival values (paper type, ink type, printing format) and the life cycle of various media
- Use mobile technology to effectively manage digital assets (e.g., tablets, apps, virtual dropboxes)

III. TOPICS:

1. INTRO TO REFLECTORS> SHADE.
2. Diffusers: Difference between background and subject: Softening natural light.
3. Reflectors: Mix of diffuser and reflector. Can be used for fill, can be a carving light or a subtle light. WARMING VS. NATURAL. Colour shift.
4. Single light on location (falloff, distance, power)
5. Cross lighting
6. 2 light outdoors (GELS?)
7. CONCEPTUAL PHOTOGRAPHY: Mood/story/concept... purpose.
8. **CARS???** WHAT MAKES A GREAT IMAGE?? PERFECT MOMENT FOUND OR DRAMATIC MOMENT MADE. WHO ARE YOU AND WHAT KIND OF IMAGES DO YOU WANT TO MAKE?
9. EXTERIOR ARCHITECTURE: with HDR and FILL (all about scouting for light)
10. EXTERIOR ARCHITECTURE lighting. (NIGHT SHOOTING) FARMER BOB'S single or multiple exposure stitching.
11. INTERIOR ARCHITECTURE WITH AMBIENT AND HDR.
12. LIGHTING INTERIORS
13. INTERIOR LIGHTING FOR SUBJECT IN SPACE
14. INTERIOR SUBJECT LIGHTING: SCULPTING/MOOD SETTING WITH LIGHT
15. OPEN LIGHT VS. SPOT/MODIFIED LIGHT
16. ADVERTISING CAMPAIGNS/SERIES WITH THEME or message
17. SCOUTING LOCATION: PLACEMENT OF SUBJECT AND SPACE, Scouting/DESIGNING LIGHT

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.

V. EVALUATION PROCESS/GRADING SYSTEM:

All assignments = 100% of the grade.

Students must complete all assignments to achieve credit for the course.

There will be 6 small assignments for a total of 60% of the final grade.

There will be 2 major series assignments worth 20% each.

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: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.

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.

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 Academic Calendar of Events 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.

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

Disability 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 your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

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*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

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. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

Electronic 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. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

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.

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of *November* will be removed from placement and clinical activities. 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.

Deductions – Lates and fails**DEDUCTIONS – LATES AND FAILS**

All assignments must be submitted to a satisfactory level to achieve credit for this course

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor. A deduction of 35% will be taken from the overall mark of the assignment. I.e: an assignment scoring 85/100 will receive a -35 deduction, leading to a final score of 50/100.

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 which 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.

Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.

Maximum grade for a failed assignment is “C” (65%)

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

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 Lates and Fails section in this outline.
- The resubmitted project must be accompanied by the original project and the original evaluation sheet (with written indication of grade breakdown) provided 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.

