

### Digital Photography & Imaging

2018-19 Academic Year

Program	Year	Semester
MAD-Media Fundamentals Certificate	1	1

<b>Course Code:</b> DIPI 1300	<b>Course Equiv. Code(s):</b> CWMD 1300
<b>Course Hours:</b> 42	<b>Course GPA Weighting:</b> 3
<b>Prerequisite:</b> N/A	
<b>Corequisite:</b> N/A	
<b>Laptop Course:</b> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
<b>Delivery Mode(s):</b> In class <input checked="" type="checkbox"/> Online <input type="checkbox"/> Hybrid <input type="checkbox"/> Correspondence <input type="checkbox"/>	
<b>Authorized by (Dean or Director):</b> Greg Murphy	<b>Date:</b> August 2018

Prepared by		
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## Course Description:

This course introduces students to the fundamentals of capturing visual images with a camera. Instruction will consider both the technical and visual components of the photograph as well as basic image manipulation techniques. Students will receive instruction in the use of digital single lens reflex (DSLR) camera. The cameras used will require the student to manually adjust shutter speed and aperture. Critical thinking skills in understanding and interpreting photographs will also be taught. Assignments will include the use of composition, depth of field, portrait shooting on location, studio photography, and image editing. This course introduces the student to camera and image manipulation, from the camera to software applications such as Adobe PhotoShop, Bridge, Camera Raw, and printing output.

## Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in <http://www.durhamcollege.ca/plar>. Full-time and part-time students must adhere to all deadline dates. Please email: [PLAR@durhamcollege.ca](mailto:PLAR@durhamcollege.ca) for details.

### PLAR Eligibility

Yes  No

### PLAR Assessment (if eligible):

- Assignment
- Exam
- Portfolio
- Other

To earn a credit for this course, students must provide 5 printed works and the digital files, demonstrating technical skills such as proper exposure, a variety of scenes showing different uses of depth-of-field and 2 works with studio lighting. In addition students must complete a test demonstrating camera knowledge, Adobe Photoshop skills, composition and design terminology.

## Course Learning Outcomes

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

### Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

- CLO1 CLO1 1. Identify camera controls and parts of a Digital SLR camera.
- CLO2 CLO2 2. Demonstrate and apply knowledge of photographic terminology and processes such as exposure control and output of digital photos.
- CLO3 CLO3 3. Demonstrate the ability to control depth of field to support design concepts.
- CLO4 CLO4 4. Apply knowledge of composition and design elements when evaluating your own work and the work of other photographers.
- CLO5 CLO5 5. Apply different approaches using natural and studio lighting.
- CLO6 CLO6 6. Download, organize and retrieve image files using Adobe Bridge.
- CLO7 CLO7 7. Perform basic image adjustments and edits using Camera Raw and Adobe PhotoShop.

### Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

- 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.
- EES 5. Use a variety of thinking skills to anticipate and solve problems.
- EES 6. Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7. Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8. Show respect for the diverse opinions, values, belief systems, and contribution of others.
- EES 9. Interact with others in groups or teams in ways 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 one's own actions, decisions, and consequences.

## Evaluation Criteria:

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

Evaluation Description	Course Learning Outcomes	EESOs	Weighting
Assignment 1: Depth of Field	CLO1, CLO2, CLO3, CLO6, CLO7	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES10, EES11	10
Assignment 2: Composition	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES10, EES11	15
Assignment 3: Window Light	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES3, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	10
Assignment 4: Studio Light	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	15
Assignment 5: Final Project	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES10, EES11	20
In Class Assignments & Participation	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	10
48 Hr film challenge	CLO2	EES1, EES2, EES5, EES9, EES10, EES11	5
Mid Term Test	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES10	5
Final Test	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES10	10
<b>Total</b>			<b>100%</b>

### Notes:

1. Photography combines visual and creative thinking using technical skills during image capture, editing and output. Student assignments will therefore be marked under both visual and technical criteria.
2. The above lists the type of assignments to be expected throughout the course. The specific nature of these assignments is subject to change and revision throughout the year. Additional instruction and evaluation criteria will be supplied throughout the course.
3. All assignments are due at the beginning of class on the due date issued, unless otherwise instructed by the professor. Prints must be enclosed in an envelope, labeled with the student's name, course code, assignment name and due date. Digital files must be in the 'Hand In' folder on the server when class officially starts.
4. Assignments will be issued in-class. To ensure success, practice time with the dSLR's and software is scheduled. However, due to the nature of the medium, a certain amount of work is expected and encouraged

outside of regular class hours in order to meet deadlines.

5. In Class Assignments / Participation is based on scheduled in class work and attendance during the semester. The assignments are designed for students to learn their camera controls, work with lighting and Adobe PS.
6. The School of Media, Art and Design is proud to present the annual MAD 48-hour Film Challenge! Eight MAD programs will participate in this challenge. Working in small groups, students will focus on different aspects of film/video/photo production.

This exciting event will launch on the Tuesday after the Thanksgiving holiday. All films produced during the Challenge will be screened off campus on the Friday morning of the same week.

Media, Art and Design scheduled classes during this period will be dedicated to the Challenge. However, Communications and General Education classes are running as scheduled during this week.

A grade will be assigned for the Challenge in one or more of your courses. Please check the evaluation section of this course outline and ask your faculty for more details.

## **Required Text(s) and Supplies:**

1. Approx. 12 Colour Prints (10 letterhead + 2 tabloid)
2. Approx. 3-5 Envelopes 9x12 or 10x13
3. Flash drive or External Hard Drive

## **Recommended Resources (purchase is optional):**

1. David Busch's Mastering Digital SLR Photography, Fourth Edition  
by David D. Busch  
Cengage Learning © 2014 (464 pages)  
ISBN-13: 978-1305278400 ISBN-10: 1305278402

# Policies and Expectations for the Learning Environment:

## General Policies and Expectations:

<p><b>General College policies related to</b></p> <ul style="list-style-type: none"><li>+ Acceptable Use of Information Technology</li><li>+ Academic Policies</li><li>+ Academic Honesty</li><li>+ Student Code of Conduct</li><li>+ Students' Rights and Responsibilities can be found on-line at <a href="http://www.durhamcollege.ca/academicpolicies">http://www.durhamcollege.ca/academicpolicies</a></li></ul>	<p><b>General policies related to</b></p> <ul style="list-style-type: none"><li>+ attendance</li><li>+ absence related to tests or assignment due dates</li><li>+ excused absences</li><li>+ writing tests and assignments</li><li>+ classroom management can be found in the Program Guide (full time programs only) in MyCampus <a href="http://www.durhamcollege.ca/mycampus/">http://www.durhamcollege.ca/mycampus/</a></li></ul>
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## **Course Specific Policies and Expectations:**

### **Attendance**

Regular attendance is essential. Attendance is taken every class. Past experience has shown a close parallel between poor attendance and low grades. Information supplied in the lecture is essential for completing assignments. Attendance in the labs is essential as this is the time the professor is present to help students learn camera controls and software.

If a student misses a class, they are expected to notify faculty for any absences and take the necessary steps to catch up on any missed content.

### **DEPARTMENT / LEARNING DISTRACTIONS / RESPECT**

Students are expected to actively participate in class activities and demonstrate respect towards fellow students and the professor.

To support a positive and professional learning environment, students are expected to refrain from activities not related to classroom learning. Use of cellphones or headphones are not acceptable during lectures.

Any disruptive behavior in the classroom may result in that student being asked to leave. Students causing disturbances or creating noise, including talking and ambient noise from headphones, will be cited and face disciplinary actions, according to the Policies And Procedures outlined in the Student Handbook.

Students must conduct themselves with consideration for their classmates, inside and outside scheduled class hours. All students are entitled to enjoy a quiet working environment free of careless distractions and disturbances.

Conduct which interferes with, or obstructs College-authorized activities, including teaching, is subject to disciplinary action as stated in the Student Handbook.

### **ASSIGNMENT DUE DATES AND TESTS**

In-class work must be completed in the class it is assigned. Questions or concerns should be directed to the professor during class prior to the assignment deadline.

Assignments are due at the beginning of the class, unless otherwise instructed by the professor. As in a studio, failure to meet deadlines results in loss of credibility and grades. Assignments not submitted by deadline will receive an immediate penalty of 10% a day, up to one week after which a mark of 0 will be applied. Reconsideration will be given at the discretion of the Professor if proper notification and documentation is given.

It is up to the student to make arrangements and deliver a late assignment directly to the professor. The M.A.D. office can not accept late assignments under any circumstance.

Students who miss tests or excessively late on the day of a test will not usually be allowed to write or complete a practical component of a test, unless prior notice is given well in advance. Absence due to medical reasons will require a doctor's note and then may result in a different version of a test or an averaged grade based on past / future work or tests.

### **EQUIPMENT AND STUDIO SPACES**

Completing assignments with a dSLR or a mirrorless camera with interchangeable lenses is a requirement for this course. Assignments using a cellphone camera or point and shoot camera do not meet course learning outcomes and can not be graded.

Studio assignments must be completed using Durham College's facilities.

Durham College has an equipment loan and studio sign-out system located in L120. Students are required to show their student cards when borrowing equipment or signing out a studio space. Please note, sometimes cameras and studio spaces are in short supply and not always available when needed. Students are required to plan their loan times in order to have a camera signed out for class or to complete an assignment.

If students have access to a dSLR, they are strongly encouraged to use it. Cameras and parts will be discussed during class. If students are interested in buying their own gear, they are encouraged to talk to their professor first. They will be directed to some independent camera review sites and some reputable new and used camera retailers.

## ACADEMIC DISHONESTY:

Academic dishonesty refers to a variety of practices including, but not limited to: copying another person's work; using unauthorized materials or resources during an evaluation; obtaining unauthorized copies of evaluations in advance; collaborating without permission; colluding or providing unauthorized assistance; falsifying academic documents or records; misrepresenting academic credentials, buying, selling, stealing or soliciting material for the purpose of academic gain; bribing or attempting to bribe personnel; impersonation; submitting the same work in more than one course without faculty authorization; improper use of computer technology and the internet; depriving others of academic resources; misrepresenting reasons for special consideration of academic work; plagiarizing or failing to acknowledge ideas, data, graphics or other content without proper and full acknowledgement.

## General Course Outline Notes:

1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.
2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.
3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.
4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)
5. A full description of the Academic Appeals Process can be found at <http://durhamcollege.ca/gradeappeal>.
6. Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.
7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.



# Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Wk.	Hours:	3	Delivery:	In Class
1	<b>Course Learning Outcomes</b>			
	CLO1			
	<b>Essential Employability Skills</b>			
	<b>Intended Learning Objectives</b>			
	Introduction to the Course Learning outcomes & evaluation. Equipment Sign-Out (Bring student cards, network & DC Connect passwords to class.) Camera Controls and Parts on a D-SLR			
	<b>Intended Learning Activities</b>			
	Lecture Lab Discussion Hands on Demonstration			
	<b>Resources and References</b>			
	Course Outline Class Notes			
	<b>Evaluation</b>			

Wk.	Hours: 3	Delivery: In Class
2	<b>Course Learning Outcomes</b> CLO1, CLO2, CLO6	
	<b>Essential Employability Skills</b>	
	<b>Intended Learning Objectives</b> Bring cameras to class. (Accounts with L120 should be active.) Camera Modes & Exposure Factors that affect exposure Motion & Shutter (Self Portrait with a Spin) Download Images using Adobe Bridge Saving Files Handing in assignments on the Design Server	
	<b>Intended Learning Activities</b> Lecture Hands on Demonstration Guided Activity	
	<b>Resources and References</b> Class Notes Visual Examples	
	<b>Evaluation</b> In Class Assignment / Participation	<b>Weighting</b> 5%

Wk.	Hours: 3	Delivery: In Class
3	<b>Course Learning Outcomes</b> CLO1, CLO2, CLO3, CLO6, CLO7	
	<b>Essential Employability Skills</b>	
	<b>Intended Learning Objectives</b> Camera Controls - Aperture Intro to Depth of Field (factors that control & affect depth of field) Exposure - Aperture Adobe Bridge & Photoshop (contact sheets, exposure info) Basic Intro to PS (Menus & Tools) Adjustment layers, saving files	
	<b>Intended Learning Activities</b> Lecture Lab Discussion Hands on Demonstration Guided Activities	
	<b>Resources and References</b> Class Notes Visual Examples	
	<b>Evaluation</b> Assignment 1: Depth of Field	<b>Weighting</b> 10%

<b>Wk.</b>	<b>Hours:</b>	<b>3</b>	<b>Delivery:</b>	<b>In Class</b>
4	<b>Course Learning Outcomes</b> CLO2, CLO4, CLO5, CLO7			
	<b>Essential Employability Skills</b>			
	<b>Intended Learning Objectives</b> Exposure & Metering Composition & Design - Effective use of light. Picture structure and design elements used in photography. PS Sizing Images, Crop tool Printing images			
	<b>Intended Learning Activities</b> Lecture Lab Discussion Hands on Demonstration Guided Activities			
	<b>Resources and References</b> Class Notes Visual Examples			
	<b>Evaluation</b> Assignment 2: Composition			<b>Weighting</b> 15%
<b>Wk.</b>	<b>Hours:</b>	<b>3</b>	<b>Delivery:</b>	<b>In Class</b>
5	<b>Course Learning Outcomes</b> CLO2, CLO7			
	<b>Essential Employability Skills</b>			
	<b>Intended Learning Objectives</b> Mid Term Test Burning & Dodging Labwork - practice with exposure, use PS tools,			
	<b>Intended Learning Activities</b> Lecture Lab Discussion Hands on Demonstration Guided Activities			
	<b>Resources and References</b> Class Notes Visual Examples			
	<b>Evaluation</b> test			<b>Weighting</b> 5%

<b>Wk.</b>	<b>Hours:</b> 3	<b>Delivery:</b> In Class
6	<b>Course Learning Outcomes</b> CLO2, CLO3, CLO6, CLO7	
	<b>Essential Employability Skills</b>	
	<b>Intended Learning Objectives</b> 48 Hour Film Challenge	
	<b>Intended Learning Activities</b> Mid Term Test In Class Critique of Student Composition Images	
	<b>Resources and References</b> N/A	
	<b>Evaluation</b>	<b>Weighting</b> 5%
<b>Wk.</b>	<b>Hours:</b> 3	<b>Delivery:</b> In Class
7	<b>Course Learning Outcomes</b> CLO5, CLO6, CLO7	
	<b>Essential Employability Skills</b>	
	<b>Intended Learning Objectives</b> Window Light Window Light - Natural and Available Light Controlling light & using reflectors Intro to Raw files & DNG  PS Intro to Clone Tool Brushes & Selections	
	<b>Intended Learning Activities</b> Lecture Lab Discussion Hands on Demonstration Guided Activities	
	<b>Resources and References</b> Class Notes Visual Examples	
	<b>Evaluation</b>	<b>Weighting</b> 10%
Assignment 3: Window Light		

<b>Wk.</b>	<b>Hours:</b> 3	<b>Delivery:</b> In Class
8	<b>Course Learning Outcomes</b> CLO5, CLO6, CLO7	
	<b>Essential Employability Skills</b>	
	<b>Intended Learning Objectives</b> Studio Portrait - genres & techniques Intro to D.C.'s studio facilities Continuous Artificial Light  PS - Repairing Imperfections	
	<b>Intended Learning Activities</b> Lecture Lab Discussion Hands on Demonstration Guided Activities	
	<b>Resources and References</b> Class Notes	
	<b>Evaluation</b> Assignment 4: Studio Portrait	<b>Weighting</b> 15%
<b>Wk.</b>	<b>Hours:</b> 3	<b>Delivery:</b> In Class
9	<b>Course Learning Outcomes</b> CLO4, CLO5, CLO6, CLO7	
	<b>Essential Employability Skills</b>	
	<b>Intended Learning Objectives</b> In Class Critique - Window Light  Labtime - work in studio, practice with PS	
	<b>Intended Learning Activities</b> Lecture Lab Discussion Hands on Demonstration Guided Activities	
	<b>Resources and References</b> Class Notes	
	<b>Evaluation</b>	

<b>Wk.</b>	<b>Hours:</b> 3	<b>Delivery:</b> In Class
10	<b>Course Learning Outcomes</b> CLO2, CLO5, CLO6, CLO7	
	<b>Essential Employability Skills</b>	
	<b>Intended Learning Objectives</b> In Class Assignment - Lighting & Exposure, Picture Formats & Sizing for web (photo shoot + file prep)	
	<b>Intended Learning Activities</b> Lecture Lab Discussion Hands on Demonstration Guided Activity	
	<b>Resources and References</b> Class Notes	
	<b>Evaluation</b> In Class Assignment	<b>Weighting</b> 5%
<b>Wk.</b>	<b>Hours:</b> 3	<b>Delivery:</b> In Class
11	<b>Course Learning Outcomes</b> CLO4, CLO7	
	<b>Essential Employability Skills</b>	
	<b>Intended Learning Objectives</b> In Class Critique: Studio Portrait Final Assignment: Combining Text & Images PS - Intro to Type Tool Blending Modes (Layers) Creating a new document in PS Changing background colour Basic Layout and Design - working with multiple images	
	<b>Intended Learning Activities</b> Lecture Lab Discussion Hands on Demonstration Guided Activity	
	<b>Resources and References</b> In Class Notes Visual Examples	
	<b>Evaluation</b>	

<b>Wk.</b>	<b>Hours:</b>	<b>3</b>	<b>Delivery:</b>	<b>In Class</b>
12	<b>Course Learning Outcomes</b> CLO7			
	<b>Essential Employability Skills</b>			
	<b>Intended Learning Objectives</b> Labtime - Review PS tools. (type & images) Work on Assignment 5: Final - Combining Text and Images			
	<b>Intended Learning Activities</b> Lab Discussion Hands on Demonstration Guided Activity Ongoing Assignment			
	<b>Resources and References</b> In Class Notes Visual Examples			
	<b>Evaluation</b> Assignment 5: Combining Text and Images			<b>Weighting</b> 20%
<b>Wk.</b>	<b>Hours:</b>	<b>3</b>	<b>Delivery:</b>	<b>In Class</b>
13	<b>Course Learning Outcomes</b> CLO1, CLO2			
	<b>Essential Employability Skills</b>			
	<b>Intended Learning Objectives</b> Final Review Lab Time for final assignment			
	<b>Intended Learning Activities</b> Lecture Lab Discussion Ongoing Assignment			
	<b>Resources and References</b> Class Notes			
	<b>Evaluation</b>			



<b>Wk.</b>	<b>Hours:</b> 3	<b>Delivery:</b> In Class
14	<b>Course Learning Outcomes</b> CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	<b>Essential Employability Skills</b>	
	<b>Intended Learning Objectives</b> Final Test Labtime - complete final assignment	
	<b>Intended Learning Activities</b> Test	
	<b>Resources and References</b> N/A	
	<b>Evaluation</b> Final Test	<b>Weighting</b> 10%