

Photography for Integrated Media

2023-24 Academic Year

Program Title	Ministry Title	Major	Year	Semester
MAD-Interactive Media Design	--	IMDE	1	1
MAD-Interactive Media Design-Web Development	--	IMWD	1	1

Course Code: CWMD1300	Course Equiv. Code(s): CWMP 1300, DIPI 1300, PHOT 1308
Course Hours: 42	Course GPA Weighting: 3
Prerequisite: N/A	
Corequisite: N/A	
Laptop Course: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Delivery Mode(s): In class <input checked="" type="checkbox"/> Online <input type="checkbox"/> Hybrid <input type="checkbox"/> Flexible <input type="checkbox"/> HyFlex <input type="checkbox"/>	
Remote proctoring required Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Authorized by (Dean or Director): Barry Waite	Date: July 2023

Prepared by		
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Course Description:

This course covers the basic principles of manual photography in a digital environment. You will be using a Digital Single Lens Reflex (DSLR) camera to take your photographs and will learn basic editing and digital manipulation for web and digital media-based content. The student will learn about and understand exposure by manually adjusting the ISO, shutter speed and aperture. Students will consider both the technical and visual components of the photograph covering: general composition and exposure, portraits, object and product photography in critical discussions with their instructor and their peers. Students apply the concepts learned during lectures to relevant assignments that are used to build a rounded photography portfolio website.

Campus Closure Notice

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted remotely where possible. Should teaching and learning resume on campus, students may be organized into smaller groups for classroom delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address topics requiring hands-on, practical learning activities.

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 for details.

PLAR Eligibility

Yes No

PLAR Assessment (if eligible):

- Assignment
- Exam
- Portfolio
- Other

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 Apply photographic processes including manual camera operation, exposure, control and output to create digital and print photographs.
- CLO2 Apply knowledge related to choosing appropriate camera equipment.
- CLO3 Apply design principles and critical thinking skills in evaluating your own work and the work of other photographers.
- CLO4 Apply a variety of approaches to natural and studio lighting.
- CLO5 Exhibit how to use various file formats and resolution relating to print and digital media.
- CLO6 Apply a variety of compositional and design approaches to photographs.
- CLO7 Apply knowledge related to choosing the appropriate photo for the job.
- CLO8 Exhibit organizational skills, including time management, punctuality, attendance and good work habits.

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: Assignment 1: Camera Equipment Research	CLO1, CLO2, CLO8	EES1, EES2, EES3, EES4, EES5, EES7, EES10, EES11	5
Assignment: Assignment 2: Exposure and Composition with Natural Light	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	EES1, EES2, EES4, EES5, EES7, EES8, EES10, EES11	10
Assignment: Assignment 3: Image Sizing Website	CLO3, CLO5, CLO7, CLO8	EES1, EES2, EES4, EES5, EES7, EES10, EES11	10
Assignment: Assignment 4: Portraits with Studio and Natural Light	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	EES1, EES2, EES4, EES5, EES7, EES8, EES10, EES11	10
In Process: Project Benchmark Midterm Check	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	EES1, EES2, EES4, EES5, EES7, EES8, EES10, EES11	5
Project: Project - Professional Photography Portfolio Website	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	EES1, EES2, EES4, EES5, EES7, EES10, EES11	20
Assignment: Assignment 5: Photographing Objects in the Studio	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	EES1, EES2, EES4, EES5, EES7, EES8, EES10, EES11	10
Assignment: Assignment 6: Product Photography Website with Studio and Natural Light	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	EES1, EES2, EES4, EES5, EES7, EES8, EES10, EES11	15
Assignment: Assignment 7: Image Banks, Licensing and how to use them	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	EES1, EES2, EES4, EES5, EES7, EES10, EES11	5
Test: Final Test - Written	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	EES1, EES2, EES4, EES5, EES7, EES10, EES11	10
Total			100%

Notes:

1. Assignments are to be submitted on the due date at the beginning of class, unless otherwise directed by the professor.
2. There are no late marks for assignments. If the assignment is not handed in on the date and time specified, the student will receive a zero.
3. Tests will be delivered in-person using Quizzes in DC Connect.
4. Refer to the Course Specific Policies and Expectations section below for more information.

Required Text(s) and Supplies:

1. A DSLR or mirrorless camera and related equipment is a requirement for this course - you may purchase one with recommendations from your professor or sign out equipment from our media loans office.
2. External hard drive for backup.
3. Note-taking materials.

Recommended Resources (purchase is optional):

N/A

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

<p>General College policies related to</p> <ul style="list-style-type: none"> + Acceptable Use of Information Technology + Academic Policies + Academic Integrity + Standards for Student Conduct for all Learning Environments can be found at https://durhamcollege.ca/wp-content/uploads/Standards-of-Student-Conduct-for-all-Learning-Environments.pdf + Information about academic policies and procedures can be found on-line at https://durhamcollege.ca/about/governance/policies 	<p>General policies related to</p> <ul style="list-style-type: none"> + attendance + absence related to tests or assignment due dates + excused absences + writing tests and assignments + classroom management can be found in the Program Guide (full time programs only) in MyDC https://durhamcollege.ca/mydc/
<p>All students at Durham College have the responsibility to familiarize themselves with and abide by the college's Academic Integrity Policy. Students are expected to complete and submit their own work in an honest manner, in accordance with the policy. Durham College has zero tolerance for breaches of academic integrity. All suspected breaches of academic integrity will be investigated and documented following procedures outlined in the policy, and should a breach be confirmed, appropriate penalties will be levied. Breaches of academic integrity refer to a variety of practices including, but not limited to:</p> <ul style="list-style-type: none"> • 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, soliciting, exchanging or transacting materials or information for the purpose of academic gain; • bribing or attempting to bribe personnel; • impersonation; • submitting the same work in more than one course without 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; • any unauthorized use of generative or other artificial intelligence. <p>If you have questions or concerns about what constitutes appropriate academic conduct or research and citation methods, and what your responsibilities are towards academic integrity, please visit the Academic Integrity website on MyDC, reach out to Student Academic Learning Services (SALS), or speak with your professor or Student Advisor.</p>	

Course Specific Policies and Expectations:

COURSE CONTENT AND STUDENT/PROFESSOR COMMUNICATION

In addition to the in-class learning environment, access to most electronic instructor-provided notes, links, and materials will be done through DC Connect, the college's Learning Management System (LMS). Exceptions may be made on a course-by-course basis.

Information provided through DC Connect is not intended to replace what is covered, in person, or in the classroom. All outside course communication via email must be done through a Durham College provided email account.

It is the responsibility of the student to review announcements posted on DC Connect as well as email on a daily basis.

ATTENDANCE

We cannot teach you if you don't attend class and/or view the lecture material on DC Connect. The labs, assignments, projects, and/or tests will be based on the lectures and demonstrations given in class. Experience has shown that there is a strong correlation between good attendance and good grades. For this reason, if a student misses a significant amount of class time, including consistently arriving late and/or leaving early their success in the course may be at risk.

Punctuality is also considered as important as regular attendance. Arriving to class late is disruptive and distracting to both faculty and other students and is undesirable in a professional setting. Students arriving to class late are responsible for checking with the professor to make sure they are marked as late and not absent. Since attendance is expected, students are responsible for all lectures (including assignment updates), course work and assignments missed. To help ensure the students' success in the course, attendance will be taken on a regular basis. Each individual professor will decide upon the method of taking attendance in their respective course.

Illness, of course, may be unavoidable, and where it does not cause a student to miss essential course work, out of class assistance may be provided. However, assistance will not be given to students who are absent for major portions of the course, regardless of the reasons. If the student is going to be absent from class for an extended period, they are required to give notice and contact the program's student success officer.

Throughout the semester, if you miss three or more classes, the professor has the right to issue a Student Alert for attendance. A copy will be attached to the student's academic record. The purpose of a student alert is to foster student success by alerting students to behaviours, which may affect their academic progress and permit them access to support, with the intent to develop a corrective action plan.

CLASSROOM CONDUCT

The learning environment involves an exchange of ideas and an exploration of concepts between faculty and students. To achieve this, having a certain level of respect for that learning environment is of utmost importance. To create an effective learning environment, students pledge to:

- Come to class prepared. This includes careful reading of assignments, being prepared to participate in discussions and completing all assignments that are due on time
- Be attentive and responsive during class lectures, demonstrations, and discussions
- Respect fellow students' opinions and ideas
- Contribute to the class by making appropriate topic-specific comments
- Offer critiques and alternative ideas in a non-condescending manner
- Fully participate and complete a fair share of work per group projects and team/class activities

Examples of disruptive behaviours to avoid include:

- Talking or otherwise distracting the professor or other members of the class
- Using electronic devices in class in a manner that disrupts the class or other students
- Exhibiting argumentative or attention-seeking behaviour
- Failing to show respect or act with civility
- Playing games, watching videos or any non-class-related activities

If any of the previously listed disruptive behaviours occur in the classroom, the professor has the right to insist you leave the classroom and/or issue a Student Alert for behaviour. A copy of the Student Alert will be attached to the student's academic record. The purpose of a student alert is to foster student success by alerting students to behaviours, which may affect their academic progress and permit them access to support, with the intent to develop a corrective action plan.

Students may not create video, audio or other digital recordings of lectures, class discussions, or other class activities without written permission of the instructor.

Students creating an unauthorized recording violates an instructor's intellectual property rights and contravenes the Canadian Copyright Act. Students can be subject to disciplinary action under the Durham College Student Code of Conduct for making unauthorized recordings.

ASSIGNMENT DEADLINES AND TESTS

In the industry, failure to meet the client's needs, on time, may not only mean the loss of a client but termination from a full-time position. Late submissions are highly discouraged for this reason. Developing suitable time management habits leading to regular on-time assignment submission is strongly encouraged.

Students must ensure prompt submission of their assignments on the due date and at the time indicated by the professor on DC Connect.

For all courses in the program, if the student does not hand in a project, assignment or lab by the due date or submit a scheduled test on time, they will automatically receive a zero. Extension requests may be made for emergency situations only but must be discussed with the professor at least one (1) business day prior to the due date/scheduled test. Once notified, the professor will decide upon a solution and future course of action. Solutions are decided upon at the discretion of the professor. Whatever solution the professor has arrived at, does not, under any circumstance, establish precedence. In general, accommodations are not made for absences that are not medical or legal (e.g. travel plans).

The professor will indicate the specific submission location which may include one of the following: student personal web server, DCA web server, or DC Connect. It is the responsibility of the student to backup any files/data that are submitted.

ACADEMIC INTEGRITY

You will only learn and be prepared for the industry if you complete the coursework yourself. This is especially important as the workload increases in complexity and demand as the program progresses. Grades cannot be assigned to work that a student did not complete entirely themselves. Under no circumstance should a student copy or plagiarize work and hand it in as his/her own. The dean will be notified, an Academic Integrity alert will be issued to the student, and a copy will be attached to the student's academic record. Examples of copying or plagiarism may include, but are not limited to the following:

- If a student has previously taken a course, they are not permitted to resubmit the same project twice... This is referred to as self-plagiarism
- Using another student's work (past or present) in any form and submitting it as your own
- Sharing your work with another student
- Using images, illustrations, animations, or video from a source that is not free to use
- Doing another student's work
- Tracing images or illustrations verbatim and submitting them as your own
- No communication and/or sharing files during a test
- Looking at your phone/tablet or someone else's screen or paper(s) during a test
- Opening other browsers or additional browser windows during a test
- Computer-aided tests must have a screen bright enough for the test invigilator to be able to check quiz/test progress

EVALUATION

Although this class requires a passing grade of 50%, to graduate you will require an overall GPA of 2.0 or 60%.

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 <https://durhamcollege.ca/about/governance/policies/academic-policies> .
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.

Week/ Module	Hours:	3	Delivery:	In Class
1	Course Learning Outcomes			
	CLO1, CLO2, CLO5, CLO6, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	Introduction to the course - subject outline, objectives, camera sign-out procedure.			
	Overview - how a DSLR camera works and choosing one for your needs, understanding different camera lenses and focal length, explaining megapixels and resolution.			
	Project: Photography project introduced, due week 13.			
	Intended Learning Activities			
	Guided Discussion			
	In class discussion and demonstration of the camera. Visiting the equipment signout room to learn how to sign out cameras and equipment. Composing and taking your first photo; a headshot.			
	Resources and References			
	Course Outline DC Connect: Lesson One			
	Evaluation			

Week/ Module	Hours:	3	Delivery:	In Class
2	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES3, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES3, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	Understanding your equipment - how to choose camera equipment (buying and renting), DSLR vs mirrorless, understanding memory cards, explaining exposure; ISO, aperture and shutter speed, light metering, affects on the camera and shutter when moving, learning about your camera controls. Assignment 1: Camera Equipment Research instructions.			
	Intended Learning Activities			
Lecture, demonstration, guided activity: working on assignment 1.				
Resources and References				
DC Connect: Lesson Two				
Evaluation				
Week/ Module	Hours:	3	Delivery:	In Class
3	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES3, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES3, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	Setting your camera manually - understanding exposure and your light meter, explaining how shutter speed and aperture affects your photography, setting your camera for a perfect exposure. Understanding composition - looking at different compositional rules and guides, what makes a good photograph. Handling your files - downloading and organizing files, file types and how to store them. Assignment 2: Exposure and Composition instructions			
	Intended Learning Activities			
Lecture, demonstration using cameras, guided activity: taking photos around campus for assignment 2.				
Resources and References				
DC Connect: Lesson Three				
Evaluation				
Assignment: Assignment 1: Camera Equipment Research			Weighting	5

Week/ Module	Hours: 3	Delivery: In Class
4	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced: EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics Understanding Files for web and print - file types, colour modes, compression and when to use them, resolution and sizing your images. Managing your photos - downloading, saving and organizing files for use and storage. Assignment 3: Image Sizing instructions.	
	Intended Learning Activities Lecture, demonstration, guided activity: image sizing demonstration and working on assignment 3. Feedback for assignment 2 photos in class.	
	Resources and References DC Connect: Lesson Four	
	Evaluation	

Week/ Module	Hours:	3	Delivery:	In Class
5	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	<p>Natural Light - lighting types at different times of day, the affect of weather.</p> <p>White Balance - adjusting white balance for different lighting conditions, learning how to set custom and preset white balances on your camera.</p> <p>Image format - RAW images and how to use them, using software to manipulate/edit RAW images and the benefits of RAW.</p>			
Intended Learning Activities				
Lecture, demonstration of Camera RAW, guided activity: taking sample photos in RAW format and learning how to edit them.				
Resources and References				
DC Connect: Lesson Five				
Evaluation			Weighting	
Assignment: Assignment 2: Exposure and Composition with Natural Light			20	
Assignment: Assignment 3: Image Sizing Website				

Week/ Module	Hours:	3	Delivery:	In Class
6	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	Class discussion and showing students work from exposure + composition assignment. Portraits - natural light portraits using the sun at different times of day for different effects, controlling light Lighting setups for studio, portrait lighting techniques, studio safety, setting up your portrait. Review - review for midterm test. Assignment 4 Portrait Assignment instructions.			
	Intended Learning Activities			
Lecture, demonstration, guided activity: portrait studio at Durham College and/or outdoors weather depending. Assignment practice during portrait taking activity in studio executing different lighting scenarios.				
Resources and References				
DC Connect: Lesson Six				
Evaluation		Weighting		
Assignment: Assignment 4: Portraits with Studio and Natural Light		10		
Week/ Module	Hours:	3	Delivery:	In Class
7	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	Benchmark for portfolio website to check the progress. Guidance in taking a good group photo.			
	Intended Learning Activities			
One on one consultations, work period, guided activity: group portraits outdoors.				
Resources and References				
DC Connect: Lesson Seven				
Evaluation		Weighting		
In Process: Project Benchmark Midterm Check		5		

Week/ Module	Hours: 3	Delivery: In Class
8	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8	
	Essential Employability Skills	
	Taught: EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced: EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics Class discussion and showing students work from portraits assignment. Object Photography - setting up to photograph objects, lighting terms and setups, working with shadows and reflections, how to build a homemade light tent, tripod use and safety Setting up studio lighting for photographing objects. Assignment 5 Photographing Objects instructions.	
	Intended Learning Activities Lecture, demonstration, guided activity: product studio at Durham College. Assignment shooting different objects during studio activity.	
	Resources and References DC Connect: Lesson Eight	
Evaluation		

Week/ Module	Hours:	3	Delivery:	In Class
9	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	<p>Product Photography - shooting your own chosen product, learning to follow existing brands and how they photograph them, using natural light and studio light (setups), setup of standard shots, tripod use, following art direction and designing for your brand.</p> <p>Brainstorming - creative ways to photograph your products, how to research, plan and organize your photo shoot.</p> <p>Assignment 6: Product Photography</p>			
	Intended Learning Activities			
Lecture, demonstration of product setups, brainstorming session and discussion with classmates for your product shoot, guided activity.				
Resources and References				
DC Connect: Lesson Nine				
Evaluation		Weighting		
Assignment: Assignment 5: Photographing Objects in the Studio		10		
Week/ Module	Hours:	3	Delivery:	In Class
10	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	<p>Class discussion and showing students work from photographing objects assignment.</p> <p>Continuing discussion on product photography and working on your product photography assignment.</p> <p>Discussing your ideas for your creative shots and how you can execute them.</p>			
	Intended Learning Activities			
Lecture, demonstration of previous students assignments, work period in the classroom and studio will be available to work.				
Resources and References				
DC Connect: Lesson Ten				
Evaluation				

Week/ Module	Hours:	3	Delivery:	In Class
11	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	<p>Long Exposure and Light Painting - utilizing the "B" bulb setting, timed long shutter speeds, on/off the tripod, day and night, setting your camera, long exposure as art form, painting with light.</p> <p>Promoting Yourself - learning how to promote your photography, using your work in future client projects, selling yourself, Canadian photographers in digital media.</p>			
	Intended Learning Activities			
Lecture, demonstration of light painting in dark classroom or studio for use in portfolio project website.				
Resources and References				
DC Connect: Lesson Eleven				
Evaluation			Weighting	
Assignment: Assignment 6: Product Photography Website with Studio and Natural Light			15	
Week/ Module	Hours:	3	Delivery:	In Class
12	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	<p>Class discussion and showing students work from product photography assignment.</p> <p>Stock Assets - image banks and how to use them, property and model releases, image licensing (rights) and how to sell your photographs (become a stock photographer).</p> <p>Photographer Rights - where you are allowed to shoot, your rights in Canada, copyright.</p> <p>Promotional Work - promoting yourself as a digital photographer.</p> <p>Assignment 7: Image banks instructions and working on in class.</p>			
	Intended Learning Activities			
Lecture, demonstration of image banks, guided activity working on in class assignment.				
Resources and References				
DC Connect: Lesson Twelve				
Evaluation			Weighting	
Assignment: Assignment 7: Image Banks, Licensing and how to use them			5	

Week/ Module	Hours:	3	Delivery:	In Class
13	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES3, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES3, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	Feedback and classroom help for final project. Review - review for final test.			
	Intended Learning Activities			
Final Project work period, review.				
Resources and References				
DC Connect: Lesson Thirteen				
Evaluation			Weighting	
Project: Project - Professional Photography Portfolio Website			20	
Week/ Module	Hours:	3	Delivery:	In Class
14	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, CLO8			
	Essential Employability Skills			
	Taught:	EES1, EES2, EES3, EES4, EES5, EES7, EES10, EES11	Practiced:	EES1, EES2, EES3, EES4, EES5, EES7, EES10, EES11
	Intended Learning Objectives/Topics			
	Final Test - written in the classroom on DC Connect Quizzes covering all of the content from the course.			
	Intended Learning Activities			
Test.				
Resources and References				
DC Connect: Final Test				
Evaluation			Weighting	
Test: Final Test - Written			10	