

UNIVERSITY COLLEGE OF THE FRASER VALLEY

COURSE INFORMATION

DISCIPLINE/DEPARTMENT: GRAPHIC DESIGN **IMPLEMENTATION DATE:** Jan. 8, 1996

Revised: _____

| | | |
|---------------------------------|------------------------------------|---------------------|
| GD 200 | Applied Digital Photography | 3 |
| SUBJECT/NUMBER OF COURSE | DESCRIPTIVE TITLE | UCFV CREDITS |

CALENDAR DESCRIPTION: Students will be thoroughly immersed in Photoshop - currently the premier photo image manipulation program. Photoshop is used extensively by graphic designers and multi media professionals - therefore a complete understanding of the program is a pre - requisite for employment opportunity.

Students will use original photography with skills acquired in Photography 1 and scan into the program for image manipulation. Throughout the semester the full range of Photoshop possibilities with its many permutations will be identified and applied for press ready documents.

RATIONALE: will allow students to practise creative electronic manipulation of original photography, demonstrated & practised in Photography 1, in order to produce innovative succinct communication pieces. Digital photography is a powerful & necessary medium for graphic designers and pre press professionals.

COURSE PREREQUISITES: GD 115, AH 101, GD 114, GD 153, FA 181, GD 113, GD 116, AH 102, FA 121, GD 123, GD 125, GD 127

COURSE COREQUISITES: GD 201, GD 203, GD 204, GD 205

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|--|-------------------------|-------------|------------|----------------------------------|-------------|------------|
| HOURS PER TERM FOR EACH STUDENT | Lecture | 15 | hrs | Student Directed Learning | | |
| | Laboratory | 52.5 | hrs | Other - specify: | | hrs |
| | Seminar | | hrs | Critique | 15 | hrs |
| | Field Experience | | hrs | TOTAL | 82.5 | HRS |

MAXIMUM ENROLMENT: 20

Is transfer credit requested? Yes No

AUTHORIZATION SIGNATURES:

Course Designer(s): Graphic Design Program

Chairperson:

Curriculum Committee

Department Head: _____

Dean:

PAC: Approval in Principle _____
(Date)

PAC: Final Approval: January 17, 1996
(Date)

GD 200**NAME & NUMBER OF COURSE**

STUDENT EVALUATION PROCEDURE:

Students will be evaluated in the following areas

1. Innovation of visual concept
2. Quality of the original photograph
3. Technical mastery of the program
4. The ability to exploit the program in a creative manner

Students will be expected to attend class regularly, unless extenuating circumstances prevail and with consistent punctuality. All stages of an assignment from initial research through to the finished output will be according to the instructor's deadline.

Grade Scale

| | | | | | | | |
|----|---------|----|--------|----|--------|---|--------|
| A+ | 95-100% | B+ | 75-79% | C+ | 60-64% | | |
| A | 85-94% | B | 70-74% | C | 55-59% | | |
| A- | 80-84% | B- | 65-69% | C- | 50-54% | P | 45-49% |

COURSE CONTENT

There will be four assignments throughout the semester, using photoshop exclusively

| | |
|--|------|
| 1. Editorial Photographic Satire | 20% |
| 2. Photo illustrations for Children's literature | 20% |
| 3. Photographic mobile Bill Board | 20% |
| 4. Photographic story board for Animation | 20% |
| 5. Technical Progress | 10% |
| 6. Participation | 10% |
| TOTAL | 100% |