

COURSE IMPLEMENTATION DATE: [**January 2000**]

COURSE TO BE REVIEWED DATE: [**January 2004**]
(Four years after implementation date)

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department and material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: **GRAPHIC DESIGN**

GD 207	GD 200	3
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS
DIGITAL PHOTOGRAPHY		
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

The digital camera, although operating on the same principles as traditional photography, has a unique advantage in its immediacy and downloading capacity. Emphasis will be placed on digital camera operation and processes. Camera to computer conversion, studio lighting, and manipulation of digital imagery will be constantly addressed.

PREREQUISITES: Admission to the Graphic Design program

COREQUISITES:

SYNONYMOUS COURSE(S)

- (a) Replaces: _____
(Course #)
- (b) Cannot take _____ for further credit
(Course #)

SERVICE COURSE TO:

(Department / Program)

(Department / Program)

TOTAL HOURS PER TERM: 82.5

STRUCTURE OF HOURS:

Lectures:	15	hrs
Seminar:		hrs
Laboratory:	52.5	hrs
Field Experience:		hrs
Student Directed Learning:		hrs
Other (Specify):	15	hrs
Critique		

TRAINING DAY-BASED INSTRUCTION

LENGTH OF COURSE: _____

HOURS PER DAY: _____

MAXIMUM ENROLMENT: 20

EXPECTED FREQUENCY OF COURSE OFFERING: _____

WILL TRANSFER CREDIT BE REQUESTED? YES _____ NO /

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: YES _____ NO /

AUTHORIZATION SIGNATURES:

Course designer(s): <u>GRAPHIC DESIGN PROGRAM</u>	Chairperson: _____ (Curriculum Committee)
Department Head: _____ Tom Lulevitch	Dean: _____ W.R. (Dick) Bate
PAC Approval in Principle Date: _____	PAC Final Approval Date: <u>November 24, 1999</u>

 COURSE NAME / NUMBER

LEARNING OBJECTIVES / GOALS / OUTCOMES/ LEARNING OUTCOMES:

1. To ensure an understanding of special effects generated from a 35mm digital camera, its capabilities and restrictions.
2. To practise Composition, Colour & Light working with a LCD viewer.
3. To pursue the notion that "Any Image is Possible" put is limited to digital capabilities.
4. To practise conceptual development of an image, pixel to resolution ratios, and image size.
5. To promote proper digital conversion to computer platforms.
6. To ensure use of digital imaging.
7. To encourage individual style and innovation.

METHODS:

As well as productive photo studio time, classes will be structured to include individual tutorials, step-by-step demonstrations, lectures, critiques and guest speakers.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR YES _____ NO /

METHODS OF OBTAINING PLAR:**TEXTBOOKS, REFERENCES, MATERIALS:**

Communication Arts Photography
Digital Photography Today

SUPPLIES / MATERIALS:

STUDENT EVALUATION: See Grade Form sample attached.

Students will be evaluated in the following areas:

1. Innovation of visual concept
2. Quality of the digital 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:

COURSE NAME / NUMBER

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%