

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> GD 281		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Applied Photography and Video																			
<b>Course Short Title (if title exceeds 30 characters):</b> Applied Photography and Video																			
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Graphic and Digital Design																	
<b>Calendar Description:</b> Introduction to art direction, ideation, and execution of photography and video. Gain technical skills in camera use, lighting, composition, and file preparation for product, figure, portrait, and location photography and video. Projects emphasize shooting art-directed images for multi-platform media applications.  Note: This course uses tools and technology that vary according to current industry practice.																			
<b>Prerequisites (or NONE):</b>		GD 157.																	
<b>Corequisites (if applicable, or NONE):</b>		NONE																	
<b>Pre/corequisites (if applicable, or NONE):</b>		NONE																	
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Transfer credit requested (OReg to submit to BCCAT): <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form)  Resubmit revised outline for articulation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 60</b> <b>Typical structure of instructional hours:</b>		<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit  <i>Note: The specific topic will be recorded when offered.</i>																	
<table border="1"> <tr><td>Lecture hours</td><td>30</td></tr> <tr><td>Seminars/tutorials/workshops</td><td>30</td></tr> <tr><td>Laboratory hours</td><td></td></tr> <tr><td>Field experience hours</td><td></td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours:</td><td></td></tr> <tr><td><b>Total</b></td><td><b>60</b></td></tr> </table>		Lecture hours	30	Seminars/tutorials/workshops	30	Laboratory hours		Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		<b>Total</b>	<b>60</b>	<b>Maximum enrolment (for information only):</b> 24  <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> One a year	
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<b>Department / Program Head or Director:</b> Karin Jager		<b>Date approved:</b> November 2015																	
<b>Faculty Council approval</b>		<b>Date approved:</b> November 2015																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> January 22, 2016																	
<b>Dean/Associate VP:</b> Jacqueline Nolte		<b>Date approved:</b> November 2015																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> February 26, 2016																	

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- Art direct and execute photography and video for visual communication contexts;
- Visually narrate a concept and/or story using photography and/or video using a design process;
- Plan, coordinate and define constraints for a shoot with multi-platform image requirements;
- Demonstrate proficiency in shooting and lighting subjects in studio and on location;
- Utilize image enhancement techniques to convey mood and voice;
- Prepare image and video files for use in print, digital media and online platforms;
- Apply best practices for colour correction, batch formatting, and file preparation using image-making software;
- Identify current trends in photographic and video image making in graphic design practice; and
- Adopt ethical practices for image and sound use.

**Prior Learning Assessment and Recognition (PLAR)**

Yes       No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Lectures, workshops, software tutorials, field trips for on-location shoots, and guest lecturers (industry professionals).

**Grading system:** Letter Grades:  Credit/No Credit:  Labs to be scheduled independent of lecture hours: Yes  No

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Subscription to Lynda.com	<input type="checkbox"/>		
2. Fancher, Nick	Studio Anywhere: A Photographer's Guide to Shooting in Unconventional Locations	X	Peachpit Press	2015
3. Meyer, Tim	Shaping Light: Use Light Modifiers to Create Professional Studio and Location Photographs	X	Amherst Media, Inc.	2014
4. Wheeler, Alina	Designing Brand Identity: An Essential Guide for the Whole Branding Team	X	John Wiley & Sons	2012
5. Heller, Steven	The Education of an Art Director	X	Allworth Press	2005

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)**

Access to Adobe CC, DSLR Camera, photography studio, and light kits. Students must use their own SD Card.

**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	100%	Midterm exam:	%	Total:	100%
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**Details (if necessary):**

**Typical Course Content and Topics**

**Week 1:** An introduction to photography and video used in the creative industry and current fields of practice. How photography and video are used in brand collateral. The power of visual storytelling and meeting communications objectives for a project. The role of the art director, the client, and the design process – sketching, planning and executing a photo shoot. Step-by-step.

**Week 2/3:** Product Photography: Considerations for shooting for single image use versus shooting a series e.g. for a print catalogue or online ecommerce; portfolio; advertisement; corporate or editorial. Art directing still photography. Shooting in studio – lighting, camera settings, and perspective. Working smarter. Focusing on constraints – packaging, food, glass, garments, shoes, metal, and art. The rule of thirds.

**Week 4:** Best practices for colour correction, batch formatting, and file preparation using Adobe Photoshop and/or Adobe Light Room. Creating a soft edge alpha channel selection suitable for catalog and web reproduction.

**Week 5:** Portrait Photography. Creating emotion and mood through light. Working with faces. Shooting inside and outside, using light and composition. Working with models, ethical practices, image use, permissions and releases. <http://www.capic.ca/en>

**Week 6/7:** Figure Photography: Shooting people. Art directing groups and single figures. Using lighting, camera settings, and perspective. Image enhancement techniques to convey mood and voice.

**Week 8:** How photography and video is used in establishing brand essence. Visually narrating a concept and/or story using photography and/or video. Creating storyboards.

**Week 9/10:** The video production process. Producing and rendering a high quality video in HDR and web format that meets the needs of the client. An introduction to basic editing using Adobe CC. Working with varying sources of media, including DSLR video files, musical files, found footage, written text, with an awareness of copyright issues.

**Week 11/12/13:** On Location: Sketching ideas and compositions that consider different types of media (print and digital applications), typography, lighting, and unique client constraints. Planning and preparing for on location, including research, scouting locations, team tasks, props, safety and permission. Working with constraints. Scheduling, coordinating and participating in photography/videography of a large product, large set shoot in a team environment. Art directing on location and ensuring all image requirements are shot.