PHOTOGRAPHY

Curriculum Standards

2021-23

New Brunswick
COLLEGE
of CRAFT
& DESIGN

CURRICULUM STANDARD

PHOTOGRAPHY

2021 - 2023

Electronic Approval Date: 2021-09-02

The New Brunswick College of Craft and Design (NBCCD) fosters a learner-centered environment that puts the student at the heart of the educational experience.

NBCCD's officially approved document, the Curriculum Standard, details specific learning outcomes necessary for a student to be certified. It also ensures uniformity of the delivery of a program's content.

The Curriculum Standard is an introduction to the program which includes the program's critical performance, a program description, program learning outcomes, and the program's potential career opportunities. This is followed by information on duration, credits, admission requirements, advanced placement, certification, articulations, and prior learning assessment and recognition.

This document also contains a program delivery sequence and the course profiles with specific course learning outcomes and grading basis.

In addition, the Curriculum Standard is used as a tool for revision and evaluation of the program and for the promotion of transfer agreements with other post-secondary institutions.

NBCCD welcomes all comments and inquiries regarding the implementation of this program and the use of this document. Please forward any requests or suggestions to the attention of:

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Program Description

Photography is a two-year studio-based Diploma program that can be achieved in six semesters of study. This program emphasizes the exciting range of digital photographic technologies in state-of-the-art facilities. It reinforces creative exploration through developing studio skills and learning relevant software. Students learn to use natural and artificial lighting and image manipulation techniques to produce photographs to a professional standard. In addition, they develop technical and aesthetic photographic skills and are provided the foundation for generating truly creative and individual imagery.

Through applied research, critical discourse and self reflection, students engage in experimentation and creative problem solving. They learn about written and visual communications for artists and entrepreneurs, art history, drawing and 2D/3D design. Students create a portfolio that celebrates the power of the imagination and can be used to launch their careers.

Program Critical Performance

By the end of this program, students will have demonstrated the ability to create a personal body of work representing technical skill, aesthetic sensitivity and cultural awareness, and have the capacity to work within the creative economy.

Areas of Study

- Digital Single Lens Reflex Camera for Still Images and Video
- Natural and Artificial Lighting in the Studio and On-Location
- Digital Post Production: Workflow, Image Enhancement, Manipulation and Printing
- Creative Processes for Photography
- Professional/Artistic Portfolios for Photographers
- Film, Darkroom Techniques and Alternative Processes
- Photographic History

Program Learning Outcomes

Following successful completion of this program, students will be able to:

- Create work that combines a broad understanding of aesthetic principles with a high level of technical expertise.
- Integrate contemporary, traditional and transformative methodologies into studio practice.
- Collaborate on creative projects, events and activities with others that encourage critical discourse and contribute to positive work environments.
- Engage in real-world experiences that inform the development of entrepreneurial and business skills to ensure readiness for employment.
- Participate in dialogue and practices that reflect an acknowledgement of the impact historical and contemporary culture has on social responsibility.
- Employ effective strategies in the management and documentation of information and projects. Work within an environment that meets health and safety requirements, in order to mitigate hazards and risk to self and others.

Career Possibilities

With an entrepreneurial focus, this program prepares students to establish their own small business, be employed or continue in Advanced Studio Practice Program at NBCCD or at other leading institutions in Canada and beyond.

Professional opportunities upon graduation include:

- Commercial Photographer
- Freelance Photographer
- Product Photographer
- Photojournalist
- Visual Marketing Consultant
- Visual Designer
- Entrepreneur/Business Owner

PROGRAM INFORMATION

Admission Requirements

An official Transcript of Marks indicating one of the following:

- Certificate in Foundation Visual Arts (FVA) from NBCCD (Good Standing)
- One year of post-secondary education
- Equivalent experience will be considered

AND

- A portfolio submission

Review of the above may lead to a personal interview

Certification

Upon successful completion of the prescribed curriculum, the student will receive a diploma in Photography.

Articulations

The Photography program has developed articulation arrangements with other institutions as follows:

- Institution: University of New Brunswick (Fredericton)
- Articulation Period: 1998-05-14 - Undetermined
- Information: The Bachelor of applied Arts (BAA) is an articulated agreement with the University of New Brunswick. For admission requirements, refer to www.unb.ca

NBCCD acknowledges that we live, work and create on the unsurrendered and unceded traditional Wolastoqey land. The lands of Wabanaki people are recognized in a series of Peace and Friendship Treaties to establish an ongoing relationship of peace, friendship and mutual respect between equal nations. The river that runs by our college is known as Wolastoq (Saint John River), along which live Wolastoqiyik – the people of the beautiful and bountiful river.

** Specific Electives *Shared Electives not included in this document

Fall 1 - Total required elective credits ③

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
PHOT 2915	Photographic Methods: Camera Technology	3	45	90	None
PHOT 2916	Lighting: Available Light and Flash Techniques	3	45	90	PHOT 2915
PHOT 2917	Photographic Imaging: Tools and Basic Techniques	3	45	90	PHOT 2915
PHOT 2919	Creativity in Photography: Process and Practice	3	45	90	PHOT 2915
PHOT 2918	Photography: Film and Darkroom	3	45	90	None
HIST 2917	History of Photography: Origins	3	45	90	PHOT 2918
* DSGN 2903	Design Concepts	3	45	90	None

Total of credits: 24.00

Winter 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
PHOT 2912	The Working Photographer	3	45	90	PHOT 2916, PHOT 2917
PHOT 2906	Lighting: Professional Studio	3	45	90	PHOT 2916
PHOT 2922	Photographic Imaging: Professional Techniques	3	45	90	PHOT 2917
PHOT 2920	Creativity in Photography: Re-Presenting Ideas	3	45	90	PHOT 2919
PHOT 2921	Careers in Photography	3	45	90	PHOT 2916, PHOT 2917
HIST 2918	History of Photography: The Modern Era	3	45	90	HIST 2917
PHOT 2913	Photography Seminar: Research and Techniques	3	45	90	PHOT 2916, PHOT 2918

Total of credits: 21.00

Spring 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
PHOT 2914	Practical Photographic Applications	3	45	90	PHOT 2906, 2912, 2921, 2922
ENTR 2007	Marketing and Online Promotion in Photography	3	45	90	PHOT 2921. 2912, 2922, 2906

Total of credits: 6.00

Fall 2 - Total required elective credits (3)

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
PHOT 3918	Advanced Photographic Projects	6	90	180	PHOT 2906, 2920, 2913
PHOT 3919	Photographic Digital Output	3	45	90	PHOT 2922
PHOT 3920	Photographic Imaging: Specialized Techniques	3	45	90	PHOT 2922
PHOT 3921	Video: Tools and Production	3	45	90	PHOT 2906, PHOT 2922
* DRAW 2900	Directions in Drawing: Traditional and Contemporary	3	45	90	None
* DRAW 2901	Life Drawing: Structure and Form	3	45	90	None
* DRAW 2902	Watercolour: Exploring Water-Based Materials	3	45	90	None
* DRAW 2907	Drawing and Narrative	3	45	90	None
*DRAW 2908	Painting in Acrylics 1	3	45	90	None
ENTR 3924	Photographic Entrepreneurship: Commercial Photography	3	45	90	ENTR 2007

Total of credits: 21.00

Winter 2 - Total required elective credits (3)

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
PHOT 3922	Photographic Portfolio Development	6	90	180	PHOT 3918

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
PHOT 3923	Lighting: Advanced Studio and Location Lighting	3	45	90	PHOT 2906
PHOT 3924	Photographic Imagery: Advanced Techniques	3	45	90	PHOT 3920
PHOT 3925	Video: Design and Application	3	45	90	PHOT 3921
* AVVA 3908	Designing Bodies	3	45	90	None
* DIGM 3012	3D Digital Design and Production	3	45	90	DIGM 2016
* DRAW 3004	Painting in Acrylics 2	3	45	90	DRAW 2908
* DRAW 3001	Imagery, Sources and Development	3	45	90	None
* DSGN 3916	Book Art Design	3	45	90	None
* HUMN 3000	Art for Social Change	3	45	90	None
ENTR 3929	Photographic Entrepreneurship: Photographer as artist	3	45	90	ENTR 3924

Total of credits: 21.00

Spring 2 - Total required elective credits (6)

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
* INST 3902	Senior Practicum	6	0	180	None
* INST 3908	Senior Project: Photography	6	90	180	None

Total of credits: 6

Course Code/Title: PHOT 2915 Photographic Methods: Camera Technology

Academic Dean: Denise Richard

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students learn the techniques to operate a digital camera and explore the fundamental skills of digital imaging software to produce digital photographic images. By investigating the theory and practice of making images in a creative context, they apply visual design concepts and are encouraged to explore the vast capabilities of this medium. In the process, students are shown how to use digital tools to initiate a personal photographic vision.

Course Critical Performance

By the end of the course, students will have demonstrated the ability to produce images using digital imaging software in a creative and professional manner.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Analyze the function and operation of hardware and software involved in digital imaging.
2. Engage in specific activities (capture, control and manipulation of print digital images) using digital imaging software, a desktop computer, analog and digital cameras, scanners and desktop printers.
3. Incorporate visual design language through the production of effective images.
4. Use appropriate software applications for the creation, correction, retouching and manipulation of digital images.
5. Explain the technical issues associated with digital image storage and output for print and screen.
6. Apply basic photographic techniques in the creation of a portfolio that reflects a clear understanding of the principles of photography such as exposure, camera functions and lenses.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2915 Lighting: Available Light and Flash Techniques
Academic Dean: Denise Richard
Requisites: PHOT 2915 (Corequisite)
Nominal/Scheduled Hours: 90/45
Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students explore the theory and practice of using artificial and natural light to develop creative photographic images. Through experimentation with natural lighting and multiple camera flash units, they acquire technical skills necessary in creating a personal vision. In addition, students learn the principles of lighting for on-location shooting with technique and creativity.

Course Critical Performance

By the end of the course, students will have demonstrated the ability to produce photographs that apply lighting concepts and techniques in a creative and professional manner.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Utilize visual design language through the production of images that illustrate effective and expressive use of natural and artificial light.
2. Identify and discuss the technical issues associated with photographic lighting in relation to natural and artificial light.
3. Apply the principles of photography in a portfolio of work that reflects a clear understanding of photographic lighting techniques.
4. Analyze and describe the lighting in photographs in terms of quality, direction, contrast, colour, etc.
5. Create photographs using mixed-light sources.
6. Incorporate the function and operation of hardware involved in photographic flash into their assignments using such techniques as bounce, flash fill and dragging the shutter.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2917 Photographic Imaging: Tools and Basic Techniques

Academic Dean: Denise Richard

Requisites: PHOT 2915 (Corequisite)

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students use the basic tools and features of digital imaging software to create digital photographs. They capture, manipulate and enhance raw photographic files by adding layers, masks and filters and save them in a variety of formats to make a digital workflow. Students ascertain what digital tools are required to achieve various effects and establish where and when to use them. In addition, they apply basic typography to images and prepare images for print, web and other applications.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to effectively enhance and manipulate photographic images using digital imaging software

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Understand the use of the tools and basic features of digital imaging software.
2. Create and administer all types of layers, masks and filters to photographic digital images.
3. Apply basic typography to images, including typographic and paragraph controls.
4. Understand and develop a basic digital workflow from capture to printing digital images.
5. Assess the limits of digital imaging technology to change the exposure and colour of their images.
6. Illustrate their knowledge of the concepts and theories of retouching and restoration to digital photographs.
7. Create a seamless digital montage by combining one or more images to make a new image.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2919 Creativity in Photography: Process and Practice

Academic Dean: Denise Richard

Requisites: PHOT 2915 (Corequisite)

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students focus on breaking down barriers to creativity by learning the process of photographic seeing. They investigate the creative practice of professional photographers to learn about new ways of thinking. Combining personal experiences and creative exercises, students strive to break out of their box. Emphasis is placed on infusing technically sound images with deep personal meaning, giving them an edge in an extremely competitive marketplace.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to use photographic seeing to make increasingly striking and meaningful photographic images.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Exhibit increased self-esteem and self-confidence in their ability to create unique photographs.
2. Discuss the various ways by which photography connects with viewers.
3. Collaborate effectively with peers in analysing and critiquing selected student work.
4. Differentiate the creative styles, methods, and in particular, the appeal of celebrated photographers.
5. Produce work from the various assignments that demonstrates their particular creative and expressive abilities.
6. Edit work in a way that shows skill in various editing techniques and the understanding of the visual language of photography.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2918 Photography: Film and Darkroom

Academic Dean: Denise Richard

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students learn traditional film-based technologies to create highly detailed silver-based prints. They explore advanced aspects of the darkroom process including the functions of a variety of cameras, how to operate enlargers and effectively use lenses. The history and culture behind camera technology is examined as students discuss the similarities and differences between film and digital cameras. In addition, they push the boundaries of film-based technologies via techniques such as toning and hand colouring prints.

Course Critical Performance

By the end of the course, students will have demonstrated the ability to produce film-based photographic prints in a creative and professional manner.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Process black and white film to provide consistent quality negatives for printing.
2. Create gallery quality black and white prints in the darkroom.
3. Make large prints from multiple negative formats including 35mm SLR and 2¼ formats.
4. Diagnose problems using accurate record notes from camera and enlarger exposures.
5. Employ the proper lens for photographing a variety of different subjects in different situations.
6. Apply the principles of photography in a portfolio of work that reflects a clear understanding of film technology, camera functions and lenses.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: HIST 2917 HIST 2917 History of Photography: Origins

Academic Dean: Denise Richard

Requisites: PHOT 2901 (Corequisite)

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

Course Description

In this course, students research key contributors and developments in the history of photography and produce short critical papers demonstrating their understanding of the field. They discover that photography is a reflection of society and a vehicle for social change, and has impacted other historical/societal developments. In addition, students produce a small body of work that reflects their understanding of the potential of contemporary photography as a medium for commentary on global issues.

Course Critical Performance

By the end of the course, students will have demonstrated the ability to produce work that displays an understanding of how photography has interacted with historical and contemporary culture.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Identify photographers who have championed a variety of ideas and innovations that resulted in advancements within photography.
2. Analyze trends and themes in history that have influenced current practices of photography.
3. Investigate the work of a particular photographer, identifying their unique characteristics and summarizing their contributions to the field.
4. Refine their visual oral and written communication skills through such requirements such as developing portfolio, presenting orally, critiquing and journaling.
5. Appraise the role of the photographer as an agent of social change using specific examples selected from historical research.
6. Critique personal work and the work of others in a professional manner.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2912 The Working Photographer

Academic Dean: Denise Richard

Requisites: PHOT 2916, PHOT 2917

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students learn a variety of skills in managing and presenting digital photographic work. They develop a workflow that enables them to work efficiently and effectively in a photography studio and present work to clients professionally. Students learn research skills that enable them to keep current with trends and technology related to their industry. They receive assistance from their instructors with goal-based exercises while engaging in practical hands-on learning.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to communicate and work in a professional manner as commercial photographers.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Design and create a digital photographic workflow from capture and processing to archiving.
2. Organize their time and available resources to meet requirements for their assignments.
3. Critique photographs using critical analysis and related photographic principles.
4. Evaluate photographic projects for modification and completion.
5. Produce a body of work that has been researched and carefully planned for exhibition.
6. Communicate photographic concepts in written, verbal and visual formats.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2906 Lighting: Professional Studio

Academic Dean: Denise Richard

Requisites: PHOT 2916

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students learn to control and apply artificial light, a skill central to producing industrial, commercial and fine art photography. In standard studio lighting situations, they see how basic lighting theories, with regard to lighting ratios, colour temperature and quality of light, affect photographs technically and aesthetically. Students operate a variety of tools such as light meters, continuous lights and studio flash units, leading them to refine the control of light in creative and professional applications.

Course Critical Performance

By the end of the course, students will have demonstrated the ability to produce a body of work, safely and creatively, with refined light control in professional applications.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Employ one, two and multiple light set-ups to photograph people and objects in the lighting studio.
2. Produce aesthetic effects using different light sources, reflectors and gels.
3. Apply low key and high key lighting effects with creativity.
4. Operate portable flash units in various lighting set-ups.
5. Create professional quality photographs using both artificial and natural light.
6. Assemble a portfolio that demonstrates creative and professional application of the theories and techniques of photographic lighting.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2907 Photographic Imaging: Professional Techniques
Academic Dean: Denise Richard
Requisites: PHOT 2911
Nominal/Scheduled Hours: 90/45
Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students use the basic tools and features of digital imaging software to create digital photographs. They capture, manipulate and enhance raw photographic files by adding layers, masks and filters and save them in a variety of formats to make a digital workflow. Students ascertain what digital tools are required to achieve various effects and establish where and when to use them. In addition, they apply basic typography to images and prepare images for print, web and other applications.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to effectively enhance and manipulate photographic images using digital imaging software.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Understand and apply all of the tools and basic features of digital imaging software.
2. Create and apply all types of layers, masks and filters to photographic digital images.
3. Apply basic typography to images, including typographic and paragraph controls.
4. Understand and develop a basic digital workflow from capture to printing digital images.
5. Assess the limits of digital imaging technology to change the exposure and colour of their images.
6. Apply the concepts and theories of retouching and restoration to digital photographs.
7. Create a digital montage, seamlessly combining one or more images to make a new image.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2920 Creativity in Photography: Re-Presenting Ideas

Academic Dean: Denise Richard

Requisites: PHOT 2919

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students make statements by creating photographs that convey complex messages that include ideas and feelings. Through a variety of short-term projects and one large-scale artistic project, they realize that images not only represent subjects, but have the potential to convey deeper meaning. In addition, students investigate both the artistic and commercial contexts in which photographs are taken.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to convey a personally meaningful message through the design and execution of a large-scale photographic project.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Present on well-known photographers, describing their techniques in detail, in order to be critiqued by the instructor and fellow classmates.
2. Develop personally relevant themes for photographic exploration.
3. Shoot a variety of images that use elements like symbols, scenarios and design principles to convey emotion and ideas.
4. Collaborate effectively in teams to produce images and analyze and critique each other's work.
5. Produce work from the various assignments that highlights their particular creative and expressive strengths.
6. Edit their work in a way that demonstrates understanding of the visual language of photography.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2921 Careers in Photography

Academic Dean: Denise Richard

Requisites: PHOT 2916, PHOT 2917

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students clarify their career goals in photography by engaging in a series of sessions with working professionals from different specialties. During these in-person and electronic sessions, they interact with specialists who provide feedback by critiquing assignments. Students benefit from these encounters by gaining an understanding of the professional standards for each photographic discipline and learning the business aspects of each specialty.

Course Critical Performance

By the end of the course, students will have demonstrated the ability to formulate an initial career plan in photography.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Evaluate various photographic specialties in relation to personal abilities and goals.
2. Create imagery in a variety of styles as assigned by a professional.
3. Participate in class critiques, provide peer feedback and share their insight from self-reflection.
4. Draft a personal career plan.
5. Define networking strategies in a chosen specialty.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: HIST 2918 History of Photography: The Modern Era

Academic Dean: Denise Richard

Requisites: HIST 2912

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

Course Description

In this course, students attempt to emulate the photographic styles and conventions of notable photographers by exploring the history of the modern era. Assignments encompass the diverse methods of photographing, ranging from candid street photography to formal portraits taken in the lighting studio. Keeping careful records of light and technique used in each environment, students produce a toolkit of information for future reference and write critiques of work by other prominent photographers.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to produce a professional portfolio representing a specific genre of portrait photography.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Examine related history in order to enrich the discussion of student images confidently and in context.
2. Discuss the potential for trends in the history of photography to be a vehicle for social change and/or a reflection of society.
3. Explain the impact the history of photography has on the current state of the industry.
4. Compare the work of photographers who have championed a variety of ideas and innovations that resulted in advancements within the medium.
5. Prepare and deliver a short oral presentation based on a significant historical work of a photographer whose work is directly related to photographing people.
6. Refine visual oral and written communication skills through portfolio development, oral presentation, critiquing and journaling.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2913 Photography Seminar: Research and Techniques

Academic Dean: Denise Richard

Requisites: PHOT 2906, PHOT 2912, PHOT 2907

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students design individual research projects that integrate concepts relating to photographic software, photographic shooting techniques, lighting and alternative and darkroom printing processes. In consultation with the instructor, they incorporate learning from mentors, self-directed research and guided learning to develop projects that contribute to their personal artistic and commercial career goals. In addition, students engage in presentations, critiques and displays of photographic work.

Course Critical Performance

By the end of the course, students will have demonstrated the ability to design photographic projects based on comprehensive research that fosters lifelong learning.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Explain the relevance of particular types of photographic projects to their personal career goals.
2. Refine research skills using both traditional book-based research and online research to evaluate the usefulness of the sources encountered.
3. Apply research to a photographic project showing a synthesis of the information acquired in a creative manner.
4. Solve problems that arise during the process of implementing a photographic project.
5. Critically evaluate the information, techniques and conclusions encountered throughout working on a project. Incorporate the results of your research into imagery that is to be included in a personal portfolio.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 2914 Practical Photographic Applications

Academic Dean: Denise Richard

Requisites: PHOT 2906, PHOT 2912, PHOT 2921, PHOT 2922

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

Course Description

In this course, students engage with a series of practical photographic situations similar to the professional situations that they might encounter in their future practice. They apply proper use of lighting, camera techniques and creativity to create professional imagery in these situations. Students work on individual and groups projects designed to challenge them creatively and technically while providing practical experience.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to apply knowledge and techniques of professional photographers to real-life situations.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Design and execute photographic projects to a professional level.
2. Work collaboratively with others in group environments.
3. Share and critique work in a classroom setting.
4. Create photographic imagery that is at a professional standard.
5. Design and create a portfolio of work that demonstrates a range of practical photographic skills. Demonstrate personal organization and professionalism in a working environment.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: ENTR 2077 Marketing and Online Promotion in Photography

Academic Dean: Denise Richard

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students develop a professional online presence. They create a nexus on several social media platforms that includes digital images of their work, biographical information, artist statement, blog, retail shop and video profile. In so doing, students establish a self-directed branding of their work. In addition, they learn the steps to apply for a relevant scholarship for a real-word activity in an area pertinent to their field of study.

Course Critical Performance

At the end of this course, students will have demonstrated the ability to create a professional online presence that contains written and visual components.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Organize thoughts into clear, concise and comprehensive professional documents.
2. Archive information related to professional practice.
3. Incorporate personal artwork with descriptive writing in a context that informs an audience.
4. Refine communication skills at every level through practice and presentation.
5. Communicate clearly to disseminate personal observations about their art and that of others.
6. Present a professional online presence.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3918 Advanced Photographic Projects

Academic Dean: Denise Richard

Requisites: PHOT 2913, PHOT 2906, PHOT 2920

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
30	60	90	0	0

Course Description

In this course students refine their project management skills by concentrating their energies on two projects. By researching existing photographic work, they experiment, develop and implement a work plan that begins with concept development scheduling models, hosting shoots and presenting the final work. This leads to the creation of a body of professional-quality work that highlights their personal skills and interest.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to produce a professional body of work relevant to their career goals.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Initiate a self-directed approach required to support lifelong learning.
2. Work both independently and collaboratively.
3. Exhibit self-awareness of personal strengths and challenges in order to accentuate the positive and overcome difficulties.
4. Plan and document a course of study in the photography field.
5. Produce a thorough and concise final report that consolidates initial research with results.
6. Make images that reflect professional technical skills in digital photography.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3919 Photographic Digital Output

Academic Dean: Denise Richard

Requisites: PHOT 2922

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, you learn to manage your digital photographic output and workflow by producing images for print, websites and digital books with emphasis on colour management. You engage in modified seminars and practical demonstrations where you discuss, research and explore topics, including: digital output, printing, web, commercial printing, colour calibration, resolution, file formats, sharpening, metadata, colour profiles and proofing. In addition, you apply the language and theories of colour management in real world situations.

Course Critical Performance

By the end of the course, you will have demonstrated an ability to manage digital photographic output in real world situations.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Create a series of workflows for digital media to ensure proper colour management in all areas of output and production.
2. Evaluate information and concepts in colour management through research, critical thinking and synthesis. Evaluate the best output media and settings for individual and groups of images.
3. Create a portfolio, from conception and design through completion, that reflects professionalism. Improve colour management by documenting, evaluating, and modifying their digital workflow.
4. Create and print imagery for display and exposition.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3919 Photographic Imaging: Specialized Techniques

Academic Dean: Denise Richard

Requisites: PHOT 2922

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students apply specialized digital photographic techniques to produce high-quality creative work for commercial and artistic markets, polished to professional industry standards. They apply the visual concepts of typography by proficiently using the features of digital-imaging software such as complex layered effects, quality colour corrections and advanced retouching techniques. Emphasis is placed on efficiently mastering digital workflow in design and production. In addition, students learn creative problem-solving skills while planning and executing large-scale photographic projects.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to apply advanced knowledge and concepts to digital-imaging media and software that can be included in professional portfolios.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Plan, create and manipulate complex-layered photos.
2. Demonstrate proficiency with the tools and features available in digital-imaging software.
3. Apply quality colour corrections and creative effects.
4. Develop and apply advanced retouching techniques to digital images.
5. Apply advanced concepts of typography to photographic designs.
6. Create professional digital montages by seamlessly combining several images.
7. Exhibit a mastery of digital photographic production and workflow.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3921 Video: Tools and Production

Academic Dean: Denise Richard

Requisites: 2922

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, you learn the basics of sound and video recording and editing by creating videos involving images, video and sound. Still photographers are increasingly showing their images in time-based contexts such as slide shows, audio and video. As well, you will plan, shoot and edit digital video using the video capabilities of the DSLR's with added audio gear.

Course Critical Performance

By the end of the course, you will have demonstrated an ability to plan, shoot and edit a slide show and a digital video.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Combine photos and audio in a variety of presentation formats.
2. Design, plan and create a short digital video.
3. Record, manipulate and edit audio content for use in video-based projects.
4. Analyze and apply camera techniques and movements to the creation of video content.
5. Apply concepts of cinematography and visual design to motion pictures that demonstrate creativity and professionalism.
6. Discuss and apply methods of compressing audio and video.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3906 Digital Photographic Output

Academic Dean: Denise Richard

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, you learn to manage your digital photographic output and workflow by producing images for print, websites and digital books with emphasis on colour management. You engage in modified seminars and practical demonstrations where you discuss, research and explore topics, including: digital output, printing, web, commercial printing, colour calibration, resolution, file formats, sharpening, metadata, colour profiles and proofing. In addition, you apply the language and theories of colour management in real world situations.

Course Critical Performance

By the end of the course, you will have demonstrated an ability to manage digital photographic output in real world situations.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Create a series of workflows for digital media to ensure proper colour management in all areas of output and production.
2. Evaluate information and concepts in colour management through research, critical thinking and synthesis. Evaluate the best output media and settings for individual and groups of images.
3. Create a portfolio, from conception and design through completion, that reflects professionalism. Improve colour management by documenting, evaluating, and modifying their digital workflow.
4. Create and print imagery for display and exposition.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3920 Photographic Imaging: Specialized Techniques

Academic Dean: Denise Richard

Requisites: PHOT 2922

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students apply specialized digital photographic techniques to produce high-quality creative work for commercial and artistic markets, polished to professional industry standards. They apply the visual concepts of typography by proficiently using the features of digital-imaging software such as complex layered effects, quality colour corrections and advanced retouching techniques. Emphasis is placed on efficiently mastering digital workflow in design and production. In addition, students learn creative problem-solving skills while planning and executing large-scale photographic projects.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to apply advanced knowledge and concepts to digital imaging media and software that can be included in professional portfolios.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Plan, create and manipulate complex-layered photos.
2. Demonstrate proficiency with the tools and features available in digital-imaging software.
3. Apply quality colour corrections and creative effects.
4. Develop and apply advanced retouching techniques to digital images.
5. Apply advanced concepts of typography to photographic designs.
6. Create professional digital montages by seamlessly combining several images.
7. Exhibit a mastery of digital photographic production and workflow.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3921 Video: Tools and Production

Academic Dean: Denise Richard

Requisites: PHOT 2906, PHOT 2907

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, you learn the basics of sound and video recording and editing by creating videos involving images, video and sound. Still photographers are increasingly showing their images in time-based contexts such as slide shows, audio and video. As well, you will plan, shoot and edit digital video using the video capabilities of the DSLR's with added audio gear.

Course Critical Performance

By the end of the course, you will have demonstrated an ability to plan, shoot and edit a slide show and a digital video.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Combine photos and audio in a variety of presentation formats.
2. Design, plan and create a short digital video.
3. Record, manipulate and edit audio content for use in video-based projects.
4. Analyze and apply camera techniques and movements to the creation of video content.
5. Apply concepts of cinematography and visual design to motion pictures that demonstrate creativity and professionalism.
6. Discuss and apply methods of compressing audio and video.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: ENTR 3924 Entrepreneurship: Commercial Photography

Academic Dean: Denise Richard

Requisites: ENTR 2005

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
45	0	45	0	0

Course Description

In this course, students learn a range of skills to present themselves effectively in the professional world of photography. They create a toolkit by becoming familiar with the language and function of business, whether their goal is to be an employee or an entrepreneur. Students develop their presentation skills and build up their confidence through public speaking. In addition, they investigate a business by analyzing its products, services and marketing strategies, in order to help them when choosing their own career path.

Course Critical Performance

By the end of the course, students will have demonstrated the ability to present themselves in a professional manner and articulate the specific business practices of photography.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Identify their strengths, weaknesses, threats and opportunities to develop personal and career goals for their professional career.
2. Communicate effectively using appropriate business terminology in a professional manner (e.g. email, texting, phone calls and correspondence through social media and in person).
3. Prepare and successfully maintain a basic budget and monitor cash flow, expenses and invoicing. Research, design and implement professional marketing and self-promotional materials.
4. Develop a work process that reflects effective resource management (e.g. sketchbook, workload, information and other resources).
5. Conduct themselves in a professional manner that follows industry standards, by reflecting best practices of attendance, punctuality, meeting deadlines and working in a collaborative and respectful manner.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3922 Photographic Portfolio Development

Academic Dean: Denise Richard

Requisites: PHOT 3918

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
40	50	90	0	0

Course Description

In this course, students plan, manage and execute large-scale commercial and/or artistic photographic projects. From these projects, they produce portfolios of work in a variety of formats to show to potential clients and professionals to get jobs, grants, freelance work and exhibitions. Emphasis in this course is on defining the scope and goals of a project, dealing with the unexpected and balancing priorities. This course assists students in launching their professional careers.

Course Critical Performance

By the end of this course, students will have developed the ability to plan, document and execute a large-scale photographic project presented in different portfolio formats.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Articulate and acknowledge their personal strengths in photography.
2. Anticipate and overcome personal challenges experienced when completing projects.
3. Plan projects and commissions at a professional level.
4. Work independently and collaborate in group activities.
5. Set realistic timelines for project completion.
6. Assess project progress through self-reflection and feedback from others.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3923 Lighting: Advanced Techniques and Location

Academic Dean: Denise Richard

Requisites: PHOT 2906

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students design artificial light settings by understanding how the control of light is central to photography. Using the theories and principles of light, they create unique lighting settings that technically and aesthetically affect photographs. Students produce dynamic and creative photographs that have sophisticated light control in professional applications for industrial, commercial and fine art photography.

Course Critical Performance

By the end of the course, students will have demonstrated an ability to use artificial light in both studio and natural environments to create photographs that are dynamic, creative and of a professional quality.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Design and create light set-ups to photograph people and objects in the studio with multiple light sources.
2. Control and manipulate an on-camera flash and portable lighting equipment to give professional results in the field, on location and in the studio.
3. Combine the various elements and principles of lighting to create and alter aesthetic effects.
4. Design and apply low key and high key lighting for both people and objects and evaluate which is appropriate.
5. Design and create professional quality images of products, people and environments both in the studio and on location.
6. Create a portfolio of work that reflects a thorough understanding of the theories, principles and techniques of lighting.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3924 Photographic Imaging: Advanced Techniques

Academic Dean: Denise Richard

Requisites: PHOT 3902

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students explore the latest advanced features of digital imaging software while focusing on the creative possibilities of this technology. They refine their individual digital imaging workflows to develop a system at a sophisticated level that is specific to their style of imagery and potential clients. By engaging in real-world projects, students experiment with new techniques that combine digital tools in creative ways with emphasis on quality, flexibility and speed.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to apply advanced knowledge and concepts in digital imaging media and software to create professional portfolios.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Design and create a digital photographic workflow for personal and commercial applications. Demonstrate mastery with the tools and features available in digital imaging software.
2. Discuss and assess the limits and advantages to various industry standard digital imaging software applications.
3. Create professional digital images for marketing and commercial applications.
4. Apply 3D and video techniques to digital images.
5. Create a professional portfolio of creative digital photography.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: PHOT 3925 Video: Design and Application

Academic Dean: Denise Richard

Requisites: PHOT 3921

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students learn advanced techniques of photographic video production by engaging in a series of large and small-scale projects. These projects are designed to challenge students to produce high-quality videos of real-life situations. They plan individual projects, execute the work and share their videos during class critiques. In addition, students work in teams on large-scale projects to gain experience. They focus on creating work that can be used in a portfolio of visual design and motion photography.

Course Critical Performance

By the end of the course, students will have demonstrated an ability to execute large and small-scale video projects.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Produce professional quality videos using appropriate techniques.
2. Design and execute plans for the production of video projects.
3. Demonstrate knowledge and understanding of the technological and creative processes involved in the production of video.
4. Make competent use of current tools (hardware and software) in the production and post-production of videos.
5. Work collaboratively with others and meet deadlines in all aspects of pre-production, production and post production.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: DIGM 2012 3D Digital Design and Production

Academic Dean: Denise Richard

Requisites: DIGM 2016

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students use sophisticated 3D modeling and texturing techniques while building on skills learned in previous courses. These skills are used to prepare and render complex 3D components that could either become intricate printed objects or be utilized as elements or models in other courses.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to design and prepare sophisticated 3D models.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Design complex 3D models using a variety of tools and techniques.
2. Develop textures that can be applied to 3D models.
3. Rig and animate models for use in a variety of applications.
4. Analyze a variety of applications and situations in order to solve problems related to the creation of different projects.
5. Create imagery that communicates intended information and/or expresses specific ideas and/or concepts. Formulate a personal methodology for constructing and organizing a workable project.
6. Develop a work process that reflects effective re- source management (e.g. time, workload, information and other resources).

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: ENTR 3929 Entrepreneurship: Photography as Artist

Academic Dean: Denise Richard

Requisites: ENTR 3924

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
30	15	45	0	0

Course Description

In this course, students find their particular place within the vast marketplace of contemporary photography. They conduct research into the business practices of commercial/public galleries and professional working artists and examine such concepts as overhead, price ranges in different fields and billing. In addition, they focus on the public presentation of their work on social media, as well as in a gallery setting.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to present on social media and in a gallery environment.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Communicate effectively in verbal and written forms using appropriate and relevant terminology in discussions and learning activities related to the evaluation of artists' careers, exhibition venues and social media sites.
2. Using basic accounting skills, determine an appropriate pricing structure for various photographic situations including project management for a large-scale commission.
3. Build and maintain a social media site that reflects effective resource and self-management skills (e.g. workload, setting goals, meeting deadlines and other information resources) with a thoughtful representation of their work and concepts.
4. In a group context, effectively critique the development of their own work, as well as that of others, in a manner that reflects a thoughtful understanding of concepts, techniques and language of photography.
5. Incorporate a self-reflective process that includes input from photographic artists, gallery owners, visitors to their social site, faculty and peers when exhibiting their work.
6. Collaborate on creative projects, events and activities with others in a professional and collegial manner.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: INST 3902 Senior Practicum

Academic Dean: Denise Richard

Requisites: None

Requisite Notes: Students must have successfully completed a sufficient number of upper level courses in their program to be able to successfully complete the requirements of this course.

Nominal/Scheduled Hours: 180/0

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
0	0	0	0	180

Course Description

In this course, students are given the opportunity to work within a business or organization. They develop a professional level of conduct as they further their interpersonal workplace skills. In addition, they actively participate in the specialized activities of their practicum.

Course Critical Performance

By the end of this course, students will have demonstrated the ability to successfully work in a professional environment.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Display a professional level of conduct by maintaining an appropriate attitude in a business/organization related to their field of study.
2. Articulate the pros and cons of working within a business/organization with a practical understanding of their professional field.
3. Exhibit a positive work ethic by being fully engaged in their placement and displaying effective work habits.
4. Successfully manage and identify the complex and diverse needs related to their specialized field.
5. Compile a portfolio of samples/photographs of work completed during the practicum subject to the permissions/restrictions of the host company.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: INST 3908 Senior Project: Photography

Academic Dean: Denise Richard

Requisites: None

Requisite Notes: Students must have successfully completed a sufficient number of upper level courses in their program to be able to successfully complete the requirements of this course.

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
30	60	0	90	0

Course Description

In this course, students produce a significant piece or series that becomes the focal point of their portfolio. They submit a proposal that determines the form and scope of their final project. This project requires students to integrate their creative abilities, design knowledge and personal aesthetics with technical prowess.

Course Critical Performance

By the end of the course, students will have demonstrated the ability to independently complete a creative project that represents a significant addition to their portfolio.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:
1. Exhibit originality and personal creativity by creating a singular or series-based portfolio piece that form the nucleus of their portfolios.
2. Display an ability to work independently while self-managing a project from concept to completion of professional size and scope.
3. Conduct research of current trends and/or a product's viability in a proposed studio project.
4. Synthesize personal creative abilities and aesthetic sensibilities with design knowledge and technical skills in the creation of professional-level work.
5. Self-evaluate and assess through critical analysis and comparison to existing work in the professional marketplace.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.