

# PHOTOGRAPHY/ VIDEOGRAPHY

Curriculum Standards

2022-24

New Brunswick  
COLLEGE  
of CRAFT  
& DESIGN



# CURRICULUM STANDARD

PHOTOGRAPHY/VIDEOGRAPHY

**2022 - 2024**

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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 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

The Photography / Videography Diploma is a two-year, six-semester program where you will develop the technical and creative skills to be competitive in the fields of Photography and Videography. You will study in a modern production environment with digital scanners, large-scale printers, specialized equipment and software, and you will work with models, classmates, the public, industry professionals, and people from other studios. Small class sizes allow for personalized learning experiences with passionate instructors. Our large lighting studio is equipped with everything needed for still or motion-based imagery, and our state-of-the-art darkroom facility lets you study the history of photography and experiment with rare analogue processes. This program also teaches videography, including storyboarding, shooting, editing, and producing videos. There is a strong focus on entrepreneurship: you will learn to plan a business, apply for grants and scholarships, design large projects, exhibit your work, and collaborate with other creatives. You get to visit working studios and local venues. Some field trip options include the historic village of Kings Landing and the town of St. Andrews by-the-Sea. You will also do practical work, planning and shooting a mock wedding. Our program is laptop-based, so you come and leave with the equipment necessary to start a successful career. Additionally, you can borrow in-house professional equipment for assignments and special projects. You will leave this program with a portfolio of work and the skills to be an innovative designer and artist in the creative economy of New Brunswick.

## 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:

- Develop and enhance creativity skills, creative processes, and problem solving.
- Improve technical skills, creativity in lighting and image manipulation.
- Demonstrate a broad understanding of photography and videography
- Communicate and collaborate effectively with clients, public, models, and other related individuals
- Design and execute visual projects in photography and videography
- Learn and apply standard business practices
- Illustrate an understanding of the history of photography and how it relates to present day practices.

## Career Possibilities

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

Professional opportunities upon graduation include:

- Commercial Photographer/Videographer
- Freelance Photographer /Videographer
- Portrait / Wedding Photographer
- Fine Art Photographer/Videographer



- Photojournalist/Documentary
- Visual Marketing Consultant
- Visual Designer/Storyteller
- Entrepreneur/Business Owner
- Content Creator/Social Media Specialist
- Digital Image/Video Technician
- Visual Arts Educator/Specialist

## PROGRAM INFORMATION

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## 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](http://www.unb.ca)

## TERRITORIAL ACKNOWLEDGMENT

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NBCCD acknowledges that we live, work and create on the unsundered and uncaded 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.

FALL 2022 21 CREDITS	PHOT 2915 Photographic Methods: Camera Technology 3 CREDITS	PHOT 2916 Lighting: Available Light and Flash Techniques 3 CREDITS	PHOT 2917 Photographic Imaging: Tools and Basic Techniques 3 CREDITS	PHOT 2919 Creativity in Photography: Process and Practice 3 CREDITS	PHOT 2923 Analogue Photography: Film and Darkroom 3 CREDITS	HIST 2917 History of Photography Origins 3 CREDITS	DSGN 2903 Design Concepts 3 CREDITS
WINTER 2023 21 CREDITS	PHOT 2912 The Working Photographer 3 CREDITS	PHOT 2906 Lighting: Professional Studio 3 CREDITS	PHOT 2922 Photographic Imaging: Professional Techniques 3 CREDITS	PHOT 2920 Creativity in Photography: Concept to Image 3 CREDITS	ENTR 2009 Careers in Photography 3 CREDITS	HIST 2918 History of Photography: The Modern Era 3 CREDITS	PHOT 2913 Photography Seminar: Research and Techniques 3 CREDITS
SPRING 2023 6 CREDITS	PHOT 2914 Practical Photographic Applications 3 CREDITS	ENTR 2007 Marketing and Online Promotion in Photography 3 CREDITS					

FALL 2023 21 CREDITS	PHOT 3918 Advanced Photographic Projects 6 CREDITS	PHOT 3925 Digital Photographic Output 3 CREDITS	PHOT 3920 Photographic Imaging: Specialized Techniques 3 CREDITS	PHOT 3926 Videography: Tools and Production 3 CREDITS	ENTR 3930 Photographic Entrepreneurship: Business Practices 3 CREDITS	General Elective (Choose one) 3 CREDITS
WINTER 2024 21 CREDITS	PHOT 3922 Photographic Portfolio Development 6 CREDITS	PHOT 3923 Lighting: Advanced Studio and Location Lighting 3 CREDITS	PHOT 3924 Photographic Imaging: Advanced Techniques 3 CREDITS	PHOT 3927 Videography: Design and Application 3 CREDITS	ENTR 3931 Photographic Entrepreneurship: Business Operations 3 CREDITS	General Elective (Choose one) 3 CREDITS
SPRING 2024 6 CREDITS	CHOOSE 1: INST 3902 Senior Practicum 6 CREDITS INST 3908 Senior Project: Photography/Videography 6 CREDITS					

Total Diploma Credits: 96

## Fall 1

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 2923	Analogue Photography: Film and Darkroom	3	45	90	None
HIST 2917	History of Photography: Origins	3	45	90	PHOT 2923
DSGN 2903	Design Concepts	3	45	90	None

Total of credits: 21.00

## 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: Concept to Image	3	45	90	PHOT 2919
ENTR 2009	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 PHOT 2912 PHOT 2922 ENTR 2009
ENTR 2007	Marketing and Online Promotion in Photography	3	45	90	PHOT 2906 PHOT 2912 ENTR 2009 PHOT 2922

Total of credits: 6.00

## Fall 2

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
PHOT 3918	Advanced Photographic Projects	6	90	180	PHOT 2906 PHOT 2920 PHOT 2913
PHOT 3925	Digital Photographic Output	3	45	90	PHOT 2922
PHOT 3920	Photographic Imaging: Specialized Techniques	3	45	90	PHOT 2922
PHOT 3926	Videography: Tools and Production	3	45	90	PHOT 2906 PHOT 2922
ENTR 3930	Photographic Entrepreneurship: Business Practices	3	45	90	ENTR 2007
	General Elective (Choose one)	3	45	90	None

Total of credits: 21.00

## Winter 2

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
PHOT 3922	Photographic Portfolio Development	6	90	180	PHOT 3918
PHOT 3923	Lighting: Advanced Studio and Location Lighting	3	45	90	PHOT 2906
PHOT 3924	Photographic Imaging: Advanced Techniques	3	45	90	PHOT 3920
PHOT 3927	Videography: Design and Application	3	45	90	PHOT 3926
ENTR 3931	Photographic Entrepreneurship: Business Operations	3	45	90	ENTR 3930
	General Elective (Choose one)	3	45	90	None

Total of credits: 21.00

## Spring 2

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

Total of credits: 6

Total Diploma Credits: 96

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 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 digital images) using digital imaging software, a desktop computer, 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 2916 Lighting: Available Light and Flash Techniques

Academic Dean: Denise Richard

Corequisite: PHOT 2915

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 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

Corequisite: PHOT 2915

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 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

Corequisites: PHOT 2915

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 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 2923 Analogue 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 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 History of Photography: Origins

Academic Dean: Denise Richard

Corequisites: PHOT 2923

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 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

Prerequisites: 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 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

Prerequisites: 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 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 2922 Photographic Imaging: Professional Techniques

Academic Dean: Denise Richard

Prerequisites: 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 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 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: Concept to Image

Academic Dean: Denise Richard

Prerequisites: 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 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: ENTR 2009 Careers in Photography

Academic Dean: Denise Richard

Prerequisites: 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 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

Prerequisites: HIST 2917

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 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.
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.
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

Prerequisites: PHOT 2916, PHOT 2918

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 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

Prerequisites: PHOT 2912, ENTR 2009, PHOT 2922, PHOT 2906

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 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

Prerequisites: PHOT 2912, ENTR 2009, PHOT 2922, 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 develop a professional online presence. They create a nexus on several social media platforms that includes digital images of their work, biographical information, artist statements, blog, and video profile. In so doing, students establish a self-directed branding of their work.

## 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

Prerequisites: 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 self directed 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 interests.

## 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 3925 Digital Photographic Output

Academic Dean: Denise Richard

Prerequisites: 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 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.
3. Evaluate the best output media and settings for individual and groups of images.
4. Create a portfolio, from conception and design through completion, that reflects professionalism. Improve colour management by documenting, evaluating, and modifying their digital workflow.
5. 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

Prerequisites: 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 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 3926 Videography: Tools and Production

Academic Dean: Denise Richard

Prerequisites: PHOT 2906, 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 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 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 3930 Photographic Entrepreneurship: Business Practices

Academic Dean: Denise Richard

Prerequisites: ENTR 2007

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 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 3929 Photographic Processes - Mixed Media (General Elective)

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 will explore the range of historic, alternative, and digital photographic processes available today that you can incorporate into your artistic practices. You will practice combining these processes with existing art techniques such as collage, montage, and mixed media.

## Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Employ a variety of historic, alternative, and digital photographic processes to create artistic works.
2. Combine photographic processes with existing artistic technique such as collage, montage, and mixed media to create artistic works
3. Discuss the history of alternative photography techniques and the use of photography in artistic practices
4. Produce a body of work using the various processes and techniques
5. Develop a personal work process that includes effective self-reflection and self-management skills (i.e. communication, workload, meeting deadlines).
6. Contribute to group critiques and class discussions.

## 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

Prerequisites: 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 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

Prerequisites: 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 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

Prerequisites: 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 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 3927 Videography: Design and Application

Academic Dean: Denise Richard

Prerequisites: PHOT 3926

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 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 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: ENTR 3931 Photographic Entrepreneurship: Business Operations

Academic Dean: Denise Richard

Prerequisites: 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 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: PHOT 3928 Portfolio Design and Documentation (General Elective)

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 will learn how to apply photography and videography skills to the design and creation of your portfolios. They will learn how to operate a camera for both still photographs and video and design portfolios for various applications and needs. Students will learn to apply design skills to the processes in videography to create several promotional videos to support a brand. This course is open to all diploma students and does not have a prerequisite to enroll. Personal cameras are not required but can be brought to class for specialized learning.

## Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Incorporate originality and personal creativity into a series of portfolio projects that reflect you as a designer
2. Demonstrate an ability to work independently while self-managing projects from concept to completion
3. Employ the functions of a digital camera to capture and record imagery for your portfolio, including still images, audio and video.
4. Apply the theories and concepts of Photography and Videography to the creation of content for your portfolio.
5. Research the current trends for documentation and presentation of your field of design.
6. Write scripts for content, plan storyboards, shoot and edit video for portfolio promotion
7. Self-evaluate 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%.

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 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/Videography

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 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%.