DIGITAL PHOTOGRAPHY AND IMAGING

Program Outline

Major: DPAI
Length: 2 Years
Delivery: 4 Semesters
Credential: Ontario College Diploma
Effective: 2014-2015
Location: Barrie
Start: Fall (Barrie)

Description

The 2-Year Digital Photography and Imaging program provides students with both the technical and visual communication skills required for a variety of careers related to photography and imaging. The three main areas that the program focuses on are digital capture, imaging technologies, and entrepreneurial skills. Students use industry standard hardware and software to capture and manipulate images in a way that demonstrates their skill and creativity. Students learn how to integrate digital imaging techniques with the fundamentals of photography in order to create images that communicate effectively and meet the needs of a client. Furthermore, students develop business and career development skills that are relevant to the digital photography and imaging industries.

Career Opportunities

Graduates are employable as photographers, assistants and retouchers in studios, labs, and media production. They will have technical and entrepreneurial skills needed to work in photojournalism, weddings, portraits, public relations, commercial photography, and digital imaging. Industry areas requiring skills in digital photography and imaging include advertising, graphic design, fine art, government, hospitals, police, libraries, museums, and galleries. Business and technical skills will also provide graduates a variety of opportunities in the photo wholesale and retail sales sector.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:
- capture professional quality images using the appropriate equipment and techniques;
- utilize design elements and lighting techniques to capture images that communicate effectively;
- create and edit well-designed and technically sound digital images using industry standard software;
- finish and distribute images in a format that meets the needs of the client;
- critically evaluate the effectiveness of images in written and verbal format;
- develop a portfolio that demonstrates creative and professional skills and abilities in digital image capture and editing;
- communicate effectively with clients and suppliers to provide high quality services;
- participate in ongoing professional development and adhere to ethical and industry standards;
- develop a business plan for the establishment and operation of a photographic services company;
- produce a marketing plan for a new and an established photographic services company;
- produce professional quality business cards, flyers and other promotional material for a photographic services company;
- perform colour calibration as it applies to Digital Imaging and Illustration;
- create a document outlining basic contract law and rights as they pertain to selling images for publication;
- produce an outline for digital workflow including cataloguing, archival and backup strategies for images and prints;
- employ environmentally sustainable practices within the profession.

The Program Progression:
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Fall Intake - Barrie

Sem 1 | Sem 2  | Sem 3 | Sem 4
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Fall  | Winter | Fall  | Winter
2014  | 2015   | 2015  | 2016
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Articulation:
A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator

for specific details if you are interested in pursuing such an option. Additional information can be found on our website at http://www.georgianc.on.ca/academics/articulations/

Admission Requirements:
You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:
- OSS curriculum: OSSD or equivalent, with Grade 12 English (C) or (U) (ENG4C, ENG4U)

Non-Secondary school applicants (19 years or older):
- Any credit Communications course taken at Georgian College
- College preparatory programs including those taken at Georgian College: Art and Design Fundamentals and General Arts and Science*
Note: Graduates of Georgian's Art and Design Fundamentals program are exempt from submitting a portfolio for selection.
- Equivalent courses in English taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications
- Mature student testing in English that meets the minimum standards for admission (available through most testing services)*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses from accredited colleges/universities

Home school applicants:
- Applicants can write the mature student testing in English that meets the minimum standards for admission (available through testing services)*

* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

Credit transfer and course exemptions:
Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: georgiancollege.ca/admissions/credit-transfer/

Graduation Requirements:
19 Mandatory Courses
2 Communications Courses
3 General Education Courses

Graduation Eligibility:
To graduate from this program, the passing weighted average for promotion through each semester, from year to year and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester.

Mandatory Courses
PHOT1000   Photo 1-Camera Techniques
PHOT1001   Visual Concepts
PHOT1002   Photo 2 - Lighting Techniques
PHOT1003   Trends and Issues in Photography
PHOT1008   Imaging 1 - Fundamentals
PHOT1009   Imaging 2 - Retouching Techniques
PHOT1010   Introduction to Studio
PHOT1011   History of Photography
PHOT1012   Multimedia
PHOT1013   Creative Techniques
PHOT2001   Photo 3 - Creative Lighting
PHOT2002   Portfolio Development 1: Digital Photography and Imaging
PHOT2004   Aesthetics and Criticism
PHOT2005   Portfolio Development 2: Digital Photography and Imaging
PHOT2006   Photo 4 - Professional Lighting Practice
PHOT2009   Imaging 3 - Compositing
PHOT2010   Imaging 4 - Advanced Image Creation

PHOT2011   Photo Self Promotion
PHOT2012   Photographic Business Practices

Communications Courses
To be selected at time of registration from the College list, as determined by testing.

General Education Courses
To be selected from College list

Course Descriptions:
PHOT1000 Photo 1-Camera Techniques   42.0 Hours
This course introduces students to the basics of photography using a digital camera.
Emphasis is placed on capturing technically perfect images, utilizing both natural and
artificial light. Students are also introduced to the techniques and strategies for
integrating principles of composition and design into their images.

PHOT1001 Visual Concepts   42.0 Hours
This course introduces students to the process of visual communication and its
application in the photographic imaging industry. Students learn elements of design
such as composition, perspective, line, colour, texture and light and explore how they
are used to communicate an idea or concept. The role of visual communications in
society is also examined.

PHOT1002 Photo 2 - Lighting Techniques   42.0 Hours
In this course, emphasis is placed on developing more advanced skills in order to create
visually effective and interesting images through composition and lighting. Students
build on skills developed in Photo 1 and Introduction to Studio while exploring
portraiture, editorial and commercial photography.
P- PHOT1000 Photo 1-Camera Techniques

PHOT1003 Trends and Issues in Photography   42.0 Hours
This course explores the current trends and issues in the photography and imaging
industry from a technical, creative, and business aspect. Students are introduced to
existing and emerging opportunities through guest lecturers, field trips, and
independent research. Focus is placed on the importance of professional development.

PHOT1008 Imaging 1 - Fundamentals   42.0 Hours
This hands-on course introduces students to the capabilities of industry standard
imaging applications. Students learn the foundational skills required to manipulate
photographic images. This course also introduces basic procedures for managing a
production workflow as well as digital asset management.

PHOT1009 Imaging 2 - Retouching Techniques   42.0 Hours
This hands-on course emphasizes the development of imaging skills commonly used by professional photographers in the course of editing and correcting their images. Students acquire the advanced compositing, photo-retouching, and photo-restoration skills used by imaging professionals. Furthermore, this course expands on post-production issues related to printing as well as file formatting for various electronic media.
P- PHOT1008 Imaging 1 - Fundamentals

PHOT1010 Introduction to Studio   42.0 Hours
This course explores the many aspects of studio equipment and lighting for photography. Light quality, the colour of light and the modification of light derived from natural and artificial sources, both continuous and instant, are studied and employed to create unique and original photographs. Students learn how to set up and use bounce boards, basic grip equipment, portable flash and a one light studio flash set up.

PHOT1011 History of Photography   42.0 Hours
This course surveys the history of photography from its beginnings in the 18th century through to contemporary 21st century practices.
Students not only examine the work of great photographers but also investigate a variety of historic photographic movements, genres, and vocations. Emphasis is on the multidimensional ways in which photography has related to both art and culture.

PHOT1012 Multimedia   42.0 Hours
This course introduces students to current multimedia and web presentation technologies and techniques. Using skills with graphics, images, animation, and video techniques, students create dynamic marketing and promotional materials and services.

PHOT1013 Creative Techniques   42.0 Hours
This course encourages students to begin to discover their own unique style in photography, by applying skills and techniques learned in previous courses. Through challenging and creative photographic assignments and critiques, learners explore various creative possibilities on the way to expressing their individual vision.

PHOT2001 Photo 3 - Creative Lighting   42.0 Hours
Building on the lighting skills acquired in Photo 1 and 2, students explore their creative and visual image capture ability through project-based photographic assignments. The emphasis is on working in the studio and on location to produce professional quality images that communicate effectively.
P- PHOT1002 Photo 2 - Lighting Techniques or P- DPI3104 Photo Tech 2

PHOT2002 Portfolio Development 1: Digital Photography and Imaging   42.0 Hours

In this course, students have the opportunity to work on projects and assignments developed specifically for inclusion in their portfolios. Students are encouraged to focus their efforts in the area of photographic imaging that interests them most.
P- PHOT1002 Photo 2 - Lighting Techniques or P- DPI3104 Photo Tech 2

PHOT2004 Aesthetics and Criticism   42.0 Hours
In this course, students learn how to discuss and write about photographs from a variety of critical perspectives. Students use their knowledge of visual communications, elements of composition and design, and lighting and exposure techniques to critique images in verbal and written format.
P- PHOT1001 Visual Concepts

PHOT2005 Portfolio Development 2: Digital Photography and Imaging   42.0 Hours
In this course, students continue to work on projects and assignments as part of individualized portfolio development. Focus will be placed on refining and finalizing portfolio pieces to meet the professional standards of the industry, and/or to create art photography suitable for display in a variety of contexts.
P- PHOT2001 Photo 3 - Creative Lighting

PHOT2006 Photo 4 - Professional Lighting Practice   42.0 Hours
This course emphasizes the development of creative and technical lighting skills for studio and location based photography. In-class exercises and challenging projects translate professional industry lighting techniques into images that reflect the students artistic expression and emerging visual style.
P- PHOT2001 Photo 3 - Creative Lighting

PHOT2009 Imaging 3 - Compositing   42.0 Hours
This hands-on course emphasizes the development of skills required for complex manipulations of photorealistic images through advanced masking and compositing. Focus is placed on developing technically sound, visually seamless, and aesthetically effective images to be included in a printed or electronic portfolio.
P- PHOT1009 Imaging 2 - Retouching Techniques

PHOT2010 Imaging 4 - Advanced Image Creation   42.0 Hours
This course will build on the skills learned in Imaging 3 - Compositing, emphasizing advanced image creation and preparation techniques for the professional photographer.
P- PHOT2009 Imaging 3 - Compositing

PHOT2011 Photo Self Promotion   42.0 Hours
Students will understand marketing techniques both traditional, internet and media based. Upon graduation, entrepreneurial students will have a strategy in place to implement their own business plan. Students will meet successful photographic guest

speakers; there is an expectation that students will seek out and research opportunities with an individual or business within the photographic community.

PHOT2012 Photographic Business Practices   42.0 Hours
This course introduces students to the fundamental principles of running a photography business. The content deals with topics such as client communication, estimates and invoices, time management, organization skills and recordkeeping. Contract law, business plans, image rights management and professional associations will be covered in depth.

Course Description Legend
P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.