

DIGITAL PHOTOGRAPHY AND IMAGING

Program Outline

Major:	DPAI
Length:	2 Years
Delivery:	4 Semesters
Credential:	Ontario College Diploma
Effective:	2016-2017
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;
- apply basic entrepreneurial strategies to identify and respond to new opportunities.

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4

Fall 2016	Winter 2017	Fall 2017	Winter 2018

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.georgiancollege.ca/admissions/credit-transfer/>

Admission Requirements:

OSSD or equivalent with
- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/policies-procedures/

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details: www.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 unless otherwise stated on the course outline.

Mandatory Courses

PHOT1000 Photography 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	Photography 3: Creative Lighting
PHOT2002	Portfolio Development 1: Digital Photography and Imaging
PHOT2004	Aesthetics and Criticism
PHOT2005	Portfolio Development 2: Digital Photography and Imaging
PHOT2006	Photography 4: Professional Lighting Practice
PHOT2009	Imaging 3 - Compositing
PHOT2010	Imaging 4 - Advanced Image Creation
PHOT2011	Photographic 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 Photography 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 Photography 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 Photography 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 Photography 3: Creative Lighting

PHOT2006 Photography 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 Photography 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 Photographic Self-Promotion 42.0 Hours

This course introduces students to the fundamental principles of promoting and running a photography business. The content deals with topics such as client communications, marketing and promotion, estimates and invoices, studio management, portfolio interviews and professional associations.

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, organizational skills, and record keeping. Contacts, 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.