

PHOTOGRAPHY

Program: PHOT

Credential: Ontario College Diploma

Delivery: Full-time

Length: 4 Semesters

Duration: 2 Years

Effective: Fall 2019

Location: Barrie

Description

In this program, students are provided with both the technical and visual communication skills required for a variety of careers related to photography and imaging. The three main areas of focus 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 companies. They will have technical and entrepreneurial skills needed for careers in wedding and portrait photography, 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 may 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:

1. select and use appropriate photographic equipment and techniques to capture quality images of a variety of subjects, in studio and on location;
2. use post-production techniques to edit and finish images in formats that meet industry standards and the needs of the client;
3. create lighting schemes using appropriate techniques, equipment and accessories to produce quality images that meet the needs of the client;
4. employ design elements and principles to plan and create visually sound images;
5. complete all work in a professional and ethical manner and in accordance with legal requirements applicable to the photography industry;
6. develop strategies to maintain currency with evolving photography trends, issues, technologies and industry practices to enhance work performance and guide professional development;
7. select and use digital asset management tools and strategies to catalogue, store, back up, retrieve and archive images and prints;
8. use business planning and administrative skills to support and maintain a photography business;
9. use a variety of marketing tools and strategies that effectively promote photographic products and services;
10. develop and present a professional portfolio that illustrates one's creative approach and image conception, capture, editing and production skills;
11. select and use video equipment, software, and techniques to capture and edit quality video of a variety of subjects;
12. employ environmentally sustainable practices within the profession;
13. apply basic entrepreneurial strategies to identify and respond to new opportunities.

The Program Progression

Fall Intake

- **Sem 1:** Fall 2019
- **Sem 2:** Winter 2020
- **Sem 3:** Fall 2020
- **Sem 4:** Winter 2021

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/ (<http://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/ (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

Graduation Requirements

23 Program 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.

Program Tracking

Semester 1		Hours
Program Courses		
PHOT 1000	Photography 1: Camera Techniques	42
PHOT 1001	Visual Concepts	42
PHOT 1003	Trends and Issues in Photography	42
PHOT 1008	Imaging 1 - Fundamentals	42
PHOT 1010	Introduction to Studio	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		294
Semester 2		
Program Courses		
PHOT 1009	Imaging 2 - Retouching Techniques	42
PHOT 1011	History of Photography	42
PHOT 1014	Lifestyle Photography	42
PHOT 1015	Editorial Photography	42
PHOT 1016	Image Production	42
PHOT 1017	Introduction to DSLR Video	42
Communications Course		
Select 1 course from the communications list during registration.		42
Hours		294
Semester 3		
Program Courses		
PHOT 1013	Creative Techniques	42
PHOT 2001	Photography 3: Creative Lighting	42
PHOT 2002	Portfolio Development 1: Photography	42
PHOT 2009	Imaging 3 - Compositing	42
PHOT 2011	Photographic Self-Promotion	42
PHOT 2013	Video Editing	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		294
Semester 4		
Program Courses		
PHOT 2004	Aesthetics and Criticism	42
PHOT 2005	Portfolio Development 2: Photography	42
PHOT 2010	Imaging 4 - Advanced Image Creation	42
PHOT 2012	Photographic Business Practices	42
PHOT 2014	Advanced Editorial Photography	42
PHOT 2015	Advanced Lifestyle Photography	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		294
Total Hours		1176

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.

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is