

Photography 20

2017-18

GENERAL INFORMATION

- i. Photography 20
 - a. 20 Level PAA Credit
 - b. Available Semester I & 2
 - c. Independent Study Course (Asynchronous)
- ii. Location: HorizoniSchool Course is accessible at <http://courses.horizonsd.ca/course/view.php?id=338>
- iii. Ways to contact Mr. Swan
 - a. Send me a Private Message in Moodle (*Preferred)
 - b. **Email address:** Jim.Swan@hzsd.ca
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COURSE DESCRIPTION

Photography 20 is a beginner/intermediate course in digital photography. Students will work with the basics of photography as they use digital single lens reflex cameras to capture high quality images. This course requires students to obtain (buy or borrow on their own, this is not provided) their own [DSLR](#) equivalent camera. Students will develop depth in their understanding and skills relating to using the cameras to photograph a variety of subjects in a variety of genres. Some of the subject matter will be assigned and some will be of the student's choosing. To complete the course successfully, each student will be required to take hundreds of photographs themselves (they must be originals – as a warning google allows me to check for copyright on a photo), during class time and on their own time. By the end of the course, each student will have an expanded portfolio of photographs from several different genres of photography. The photographs will be uploaded to the cloud where they will be organized, displayed, stored and manipulated. A variety of online editing programs and suggested software are included with each lesson.

Course Prerequisite (None)

Modules Covered

Module 1: Introduction to Photography 3-5hrs
Module 2B: Camera Controls & Functions 5- 10hrs
Module 3B: Basic Photographic Skills 15- 20hrs
Module 4: Safety & Sustainability 2-3hrs
Module 5: Composition 8-10hrs
Module 6B: Focal Length & Camera Lenses 4-6hrs
Module 7: Understanding Light 7-8hrs
Module 8: Career and Occupational Opportunities
Module 11B: Image Adjustment 8-10hrs
Module 12B: Legal & Ethical Issues 2-3hrs
Module 13B: Image Manipulation 10-15hrs
Module 17: Advertising & Product Photography 8-10hrs

STUDENT LEARNING OUTCOMES:

Module 1: Introduction to Photography

Suggested Time : 3-5 hours

Level : Introductory

Prerequisite : None

Outcome: Recognize and document the potential of photography as a communication medium through the exploration of a variety of images.

- a. Describe and compare the aspects of a variety of purposes for photography (e.g., news report, wedding, advertising, hobby, art).
- b. Compare a snapshot to a photograph with an impact that has endured through time (e.g., World Trade Centre, the Hindenburg Disaster, Terry Fox).
- c. Discuss and categorize different styles of photography (e.g. journalism, portraiture, landscape) given a series of photographs.

Module 2B: Camera Controls and Functions

Suggested Time : 5-8 hours

Level : Intermediate

Prerequisite : Module 2A

Outcome: Capture images that demonstrate advanced camera functions and controls.

Note: Individual cameras have a variety of different features or different terms for features. Students should become proficient with the capabilities of the available equipment.

- a. Demonstrate and explain the proper procedures to:
 - hold a camera securely to reduce camera shake
 - turn the camera on and off
 - manipulate the modes and/or settings on the camera
 - preview the image that the camera will take using the viewfinder or display
 - focus the lens
 - take, review, and delete images
 - turn flash on and off (if available)
 - connect accessories such as tripod, flash, and cables.
- b. Identify similarities and differences between controls of various cameras including examples of film and digital devices.
- c. Select and display tools that can be manipulated (e.g., white balance, histogram, exposure compensation, automatic bracketing).
- d. Select and adjust a variety of camera functions when shooting pictures including:
 - metering modes
 - focus modes and points
 - frame rates
 - flash settings (e.g., rear and front curtain sync, manual vs. ttl).

Module 3B: Basic Photographic Skills

Suggested Time : 15-20 hours

Level : Intermediate

Prerequisite : Module 3A

Outcome: Utilize and extend skills from Module 3A to capture images of increasing quality and refinement.

- a. Create a variety of images demonstrating planning, including awareness of aspects such as focus, light manipulation, framing, and the photographic triangle.
- b. Create a log of camera settings, personal reflections, and knowledge regarding increasing skill level.
- c. Load and unload the storage media from the camera.

Module 4: Safety and Sustainability

Suggested Time : 2-3 hours

Level : Introductory

Prerequisite : None

Outcome: Describe safe and sustainable practices connected to the field of photography.

- a. List safety issues and produce a plan for personal safety when taking photographs.
- b. Create a list of safety practices to protect both equipment and self when using photographic equipment such as cameras, flash, external lighting.
- c. Identify environmentally sustainable ways to use and dispose of equipment and accessories such as batteries and chemicals.

Module 5: Composition

Suggested Time : 8-10 hours

Level : Introductory

Prerequisite : Module 3A

Outcome: Create images through demonstration of visualization and composition.

- a. Research and define elements of photographic critique.
- b. Critique various photos on their compositional merit.
- c. Visualize and describe or illustrate techniques to compose a photograph.
- d. Create images demonstrating aspects of composition such as rule of thirds, negative space, lines, contrast, and colour.
- e. Recognize when normal rules of composition can be broken.

Module 6B: Focal Length and Camera Lenses

Suggested Time : 3-5 hours

Level : Intermediate

Prerequisite : Module 6A

Outcome: Demonstrate an understanding of selecting various lenses and focal lengths to create a variety of effects on the image.

- a. Illustrate how different lenses affect an image (e.g., fast versus slow, zoom versus prime).
- b. Demonstrate the change in image as a result of using a variety of lenses (e.g., fisheye, wide angle, telephoto).
- c. Understand and illustrate, through providing examples, the concept of how a resulting image is affected by focal length and/or format size.

Module 7: Understanding Light

Suggested Time : 7-8 hours

Level : Introductory

Prerequisite : Module 3A

Outcome: Create a series of images showing the effect of the quality, quantity, and direction of light.

- a. Explore and demonstrate the effect of changing:
 - the direction of light on a subject
 - the quality of light on a subject including diffuse light, natural light, colour, temperature, and types of light sources
 - the quantity of light on a subject.
- b. Manipulate light to change the resulting image through the use of tools such as reflectors, diffusers, coloured gels, and additional light sources.

Module 8: Career and Occupational Opportunities

Suggested Time : 3-5 hours

Level : Introductory

Prerequisite : None

Outcome: Explore and evaluate the career training and occupational opportunities in the field of photography in Saskatchewan, Canada, and globally, including post-secondary education programs.

- a. Identify specific examples of occupational skills required in photography occupations.
- b. Investigate programs offered by universities and technical institutes in photography.
- c. Investigate the career opportunities for professional photographers.
- d. Identify local opportunities for being paid as a freelance photographer.

Module 11B: Image Adjustment

Suggested Time : 8-10 hours

Level : Intermediate

Prerequisite : Module 11A

Outcome: Continue to develop proficiency with software to improve digital images.

- a. Use curves to adjust brightness, contrast, and colour saturation and tone.
- b. Apply various types of filters when adjusting an image (e.g., sharpening, texturizing, blur, black and white).
- c. Use software tools to retouch an image.

Module 12B: Legal and Ethical Issues

Suggested Time : 2-3 hours

Level : Intermediate

Prerequisite : Module 12A

Outcome: Discuss and reflect on the need for societal standards (e.g., legal, ethical, and community norms, and values) and cultural sensitivity in photography.

- a. Formulate a list of societal standards in relation to issues such as sexism, racism, and homophobia, and support the list with positive media examples.
- b. Compose a strategy for inclusion of appropriate content and images reflective of societal standards in personal, class, and school projects and assignments.
- c. Identify and discuss issues regarding posting of images on the web including safety, possible consequences, and permanence of web postings.

Module 13B: Image Manipulation

Suggested Time : 10-15 hours

Level : Intermediate

Prerequisite : 13A

Outcome: Continue to develop skills using basic image editing software to manipulate photographs for a defined purpose.

- a. Demonstrate techniques such as retouching, skin correction, contrast, layering, panoramas, stitching, and masking as examples of manipulation.
- b. Provide personal and ethical justification for choosing manipulation procedures to enhance an image.

Module 17: Advertising and Product Photography

Suggested Time : 8-10 hours

Level : Intermediate

Prerequisite : Module 8

Outcome: Develop skills and processes used in commercial photography to promote a product or service.

- Critique an existing advertisement on the effectiveness of the photography.
- Create a series of images of various products.
- Create a fictional draft advertisement using an existing campaign or a personal example.

Final Project: PhotographyShow!

Suggested Time : 8-10 hours

Level : Expert

Prerequisite : All course modules

Outcome: Demonstrate skills and developed throughout the course.

- With the Final Project you will need to demonstrate the photography skills that developed throughout the course.

TEACHING STRATEGIES:

The majority of this course is based around online Photography 20 course in Moodle. I wanted to create a blend of online and offline activities so that some of the course could be worked on even if access to the internet was slow or unavailable. This course provides plenty of learner choice in ways to learn and respond to your understandings. Inquiry and exploration are encouraged in many areas of the course. In general each lesson consists of a reading and a video lesson to watch so that then you will have the required base to complete the assigned activities. Many of the activities/assignments within the course will require you to access websites, research and to present your understandings through video, podcasts, web tools and written responses. You will be required to log into moodle regularly and participate in the online discussions so that we can learn from each by reading and commenting on each other's learning! A twitter feed and a shout box are also available within the course for students to carry on learning conversations and to get to know each other as classmates.

- Course Schedules

Semester 1 students - 2017-18

Module of Study	Dates
Module 1: Introduction to Photography 3-5hrs	September 5 - Sept 7
Module 2B: Camera Controls & Functions 5-10hrs	Sept 7 - Sept 20
Module 3B: Basic Photographic Skills 15-20hrs	Sept 20 – Oct 4
Module 4: Safety & Sustainability 2-3hrs	Oct 4 – Oct 6
Module 5: Composition 8-10hrs	Oct 6 – Oct 20
Module 6B: Focal Length & Camera Lenses 4-6hrs	Oct 20 – Oct 30
Module 7: Understanding Light 7-8hrs	Oct 30 - Nov 10
Module 8: Career and Occupational Opportunities 3-5hrs	Nov 10 – Nov 15
Module 11B: Image Adjustment 8-10hrs	Nov 15 – Nov 30
Module 12B: Legal & Ethical Issues 2-3hrs	Nov 30 – Dec 4
Module 13B: Image Manipulation 10-15hrs	Dec 4 – Dec 22
Module 17: Advertising & Product Photography 8-10hrs	Dec 22 – Jan 12
Major Project	Jan 12 - Jan 22 2018

Semester 2 students - 2016-17

Module of Study	Dates
Module 1: Introduction to Photography 3-5hrs	Feb 1 – Feb 6
Module 2B: Camera Controls & Functions 5-10hrs	Feb 6 - Feb 16
Module 3B: Basic Photographic Skills 15-20hrs	Feb 16 – Feb 28
Module 4: Safety & Sustainability 2-3hrs	Feb 28 – Mar 2
Module 5: Composition 8-10hrs	Mar 2 – Mar 20
Module 6B: Focal Length & Camera Lenses 4-6hrs	Mar 20 – Mar 29
Module 7: Understanding Light 7-8hrs	Mar 29 - Apr 13
Module 8: Career and Occupational Opportunities 3-5hrs	Apr 13 – Apr 17

Module 11B: Image Adjustment 8-10hrs	Apr 17 – Apr 30
Module 12B: Legal & Ethical Issues 2-3hrs	Apr 30 – May 4
Module 13B: Image Manipulation 10-15hrs	May 4 – May 22
Module 17: Advertising & Product Photography 8-10hrs	May 22 – Jun 8
Major Project	Jun 8 - Jun 20 2018

- There are no specific assignment due dates in this course. Students are welcome to complete assignments in any order they wish just follow the modules due date expectations please!

COURSE MATERIALS

- There is no required textbook, videos or workbooks for the course. The online course itself is resource based and all the materials required for this course are included in it.
- This course requires access to a [DSLR](#) Camera. Typically your local school should have them. I know many photographers have older ones that likely you could borrow from them. It is my experience that they have quite an interesting collection of them. I got my first one from my Aunt after she upgraded.
- Other resources: This course makes extensive use of a PC, mobile device and broadband internet to access, learn, create and submit your course work.

EVALUATION:

Marks Breakdown:

1) Modules of instruction are worth 80% of your final mark.

- Module Assignments 70% with areas of learning covered:
 - The Basics
 - Photography Portfolio
 - Intermediate Photo Concepts and Skills
 - Composition and Genres
 - Digital Manipulation
- Module Discussions/Shares 10%

2) Final Project - 20%

All assignments are to be submitted digitally within your course. In general I will respond to a submissions within a day or so and will use one of the following rubrics below to evaluate them.

Assessment Beliefs

Ultimately I want you to learn the bigger concepts of each Unit and provide every opportunity for success:

- 1. Content is not assessed, understanding is. If you can google it as content, you don't have to "learn" it.*
- 2. No assignment is done evaluation until you are happy with your mark. You can resubmit as assignment again. Be reasonable here though! At times I may not be happy with the first submission and may ask you to simply redo.*
- 3. "Borrowed" Answers - if there is evidence of cut and paste responses I will ignore the submission and ask you to resubmit*
- 4. Learning is a conversation. I will provide meaningful feedback on your assignments and may at times ask for you to respond back. Please do and feel free to ask questions along the way to clarify your learning.*

Mr. Swan

Unit Assignments Photography Technical Rubric

<p>Assignment Specifications/ Requirements (Subject matter, number of images, resolution, etc.)</p>	<p>Strong choice of subject matter. Images are edited, enhanced to achieve the most striking photograph/image. Proper sizing, resolution, etc. Photos/Project fully meets or exceeds requirements. <i>3points</i></p>	<p>Images meet the minimum level of quality and subject matter to satisfy the assignment. Subject matter could be improved; some images seem to be filler material. Shows evidence of some requirements. <i>2points</i></p>	<p>Subject matter does not satisfy assignment. Images are missing. Shows minimal to no evidence of requirements or no work submitted. <i>1points</i></p>	<p>Did not meet any assignment requirements <i>0points</i></p>
<p>Image Quality (Exposure, focus, color, depth of field)</p>	<p>Correct exposure for the setting. Use of color (and/or grayscale) coincides with the subject and the mood of the image. Focus and depth of field effectively contribute to a powerful image. <i>3points</i></p>	<p>Photo taken at appropriate exposure. Use of color (and/or grayscale) adequate. Focus and depth of field somewhat adequate. <i>2points</i></p>	<p>Some or most images are too dark or too light distracting from the subject or mood of the photo. Use Photoshop exposure tools to correct this. Focus and depth of field do not follow project guidelines, image out of focus, poor depth of field. <i>1points</i></p>	<p>Not satisfactory</p>

Unit Assignments Photography Technique Rubric

<p>I can consistently meet the outcome of ...</p>	<p>Never - I do not get the concept. <i>0points</i></p>	<p>Rarely <i>1points</i></p>	<p>Sometimes <i>2points</i></p>	<p>Mostly <i>3points</i></p>	<p>Always</p>
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Unit Assignments Photography Composition Rubric

Visual	The design has excellent visual appeal and shows creativity. Thoughtful consideration of design layout was given. <i>4 points</i>	The design has excellent visual appeal and some creativity was used. <i>3 points</i>	The design has good visual appeal and some creativity was used. <i>2 points</i>	The design has adequate visual appeal with very limited creativity. <i>1 points</i>	The design is not visually appealing and there is no creative thought design used. <i>0 points</i>
Criterion (see original assignment for expected details)	Above and beyond expectations of assignment <i>4 points</i>	All elements of assignment present <i>3 points</i>	Missing some aspect of assignment <i>2 points</i>	Little or no detail to actual assignment <i>1 points</i>	Lacking, please resubmit assignment <i>0 points</i>
Understanding of outcome	You show a deep understanding of the concepts and topics presented in this assignment. You have applied critical and creative thinking to a exceptional response. <i>2 points</i>	You demonstrated understanding of the concepts and topics presented in this assignment but your response needs to be further developed and thought out. <i>1 points</i>		Lacking, please resubmit assignment <i>0 points</i>	

Unit Assignments Photography Research/Demonstration Rubric

Knowledge / Research relating to outcome and assignment	Information is skillfully researched, accurate and highly relevant <i>4 points</i>	Information is accurate and relevant <i>3 points</i>	Information is somewhat accurate and relevant <i>2 points</i>	Information lacks accuracy and relevance <i>1 points</i>	Lacking, please resubmit assignment <i>0 points</i>
Thinking / Inquiry related to outcome and assignment	Ideas are creative and sophisticated understandings presented <i>4 points</i>	Ideas are creative and understandings explained <i>3 points</i>	Ideas show some original thinking <i>2 points</i>	Limited understanding presented <i>1 points</i>	Lacking, please resubmit assignment <i>0 points</i>
Understanding of outcome	You show a deep understanding of the concepts and topics presented in this assignment. You have applied critical and creative thinking to a exceptional response. <i>2 points</i>	You demonstrated understanding of the concepts and topics presented in this assignment but your response needs to be further developed and thought out. <i>1 points</i>		Lacking, please resubmit assignment <i>0 points</i>	

Unit Assignments Photography Editing Rubric

Originality	Product shows a large amount of original thought. Ideas are creative and inventive. Makes your teacher go "WHOA!" <i>3 points</i>	Product shows some original thought. Work shows new ideas and insights. Makes your teacher go "Interesting" <i>2 points</i>	Uses other people's ideas (giving them credit), but there is little evidence of original thinking. Makes your teacher go "Meh!" <i>1 points</i>	Uses other people's ideas, but does not give them credit. Makes your teacher go "Seriously?" <i>0 points</i>
Use of editing software	Student utilized photo editing tools to full advantage. Photos are distinct and unique. <i>3 points</i>	Student used photoediting tools to change picture. <i>2 points</i>	Student used photoediting tools to change picture slightly, not much time spent exploring. <i>1 points</i>	Student did not use photoediting tools to create new picture. <i>0 points</i>
All outcomes/requirements are met and exceeded.	All requirements are met. <i>3 points</i>	All requirements are met. <i>2 points</i>	One requirement was not completely met. <i>1 points</i>	More than one requirement was not completely met. <i>0 points</i>

Unit Assignments Photography Design Principles Rubric

Design Principles according to outcome	All design principles were considered and are successful. <i>4 points</i>	Most design principles were considered and are successful. <i>3 points</i>	Some design principles were considered and are successful. <i>2 points</i>	No design principles were considered. <i>1 points</i>
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Throughout the course you are expected to participate in discussion forums. You are required to make one intelligent post of your own and response to one other post - interjecting a new idea or thought each time.

When participating in online forums you must remember to follow forum etiquette by being polite and trying hard to show enthusiasm and energy and not to post just to fulfill the requirement of posting. You must try to push the conversation forward through the **SEE** Model!

ie: Make a **s**tatement, follow up with an **e**xample, and then **e**xplain what you mean.

Forums Participation Rubric:

Criteria	Advanced (3)	Proficient (2)	Not Yet There (1)	Not There at All (0)
Development of Ideas	Well-developed ideas; introduces new ideas, and stimulates discussion	Developing ideas; sometimes stimulates discussion	Poorly developed ideas which do not add to the discussion	Does not enter the discussion

Evidence of Critical Thinking	Clear evidence of critical thinking-application, analysis, synthesis, and evaluation. Postings are characterized by clarity of argument, depth of insight into theoretical issues, originality of treatment, and relevance. Sometimes include unusual insights. Arguments are well supported	Beginning of critical thinking; postings tend to address peripheral issues. Generally accurate, but could be improved with more analysis and creative thought. Tendency to recite facts rather than address issues	Poorly developed critical thinking of what was learned	Does not enter the discussion
Clarity	Posts are well articulated and understandable	Posts are understandable, but some thought is required	Posts are difficult to clarify	Posts are unintelligible or not present
Responds to Other Students and Teacher Posts			Interacts at least once with other student or Teacher	Does not enter the discussion