

Course Outline
Basic Photography – Introduction to Digital Photography
Fall 2016
Instructor – Kali Birks Gallup

Office: 1619	Office Phone: 403-343-4050
E-mail: Kali.BirksGallup@rdc.ab.ca	Office Hours: Mondays 1:00-2:00 PM
Class Time: Mondays 11:00 – 11:50	Class Location: 1303
Lab Time: Mondays 12:00 – 12:50	Lab Location: 1303
Credit hours: 2 – (Lecture 1; Lab 1)	Prerequisite: None

Academic Calendar Entry

Introduction to digital photography in support of an organization's communications goals. Students will learn the basic composition elements of photographs and will practice selecting, producing and editing photographs for use in organizational communication, such as social media, websites, and print materials.

Learning Outcomes

- Evaluate basic photographic composition elements such as colour, shading, balance, emphasis, focus
- Practice selecting and producing photographs that convey specific ideas or emotions (branding)
- Practice photo editing using industry standard software

Required Equipment

Students are required to have in class each week:

1. Personal laptop
2. Adobe Photography package monthly subscription. (Student discount is \$10US a month for a one-year subscription)

Recommended Equipment

Students are recommended to have an entry level digital single lens reflex (DSLR) cameras or better – some economical suggestions are:

1. Nikon D5300 with kit zoom lens – cost \$700.00
2. Canon EOS Rebel T5i with kit zoom lens – cost \$600.00

Nikon and Canon cameras are recommended as they are the most popular among professional photographers, but Sony, Olympus and Pentax are also good. Some digital single lens reflex cameras are available to sign out through the MSPC program.

Required Textbook

- Lisa Snider (2016) Adobe Lightroom CC and Photoshop CC for Photographers, Classroom in a Book, Peachpit Press, California.

Recommended Readings and Resources

- Tom Ang (2011) Digital Photography Essentials. DK books, New York, ISBN 978-0-7566-8214-9 Cost \$30.00
- Robert Berdan (2016) Photoshop I for Photographers – covers Photoshop CS4 to CC 2015 – PDF ebook provided free to RDC for teaching this course.
- Robert Berdan (2015) A Quick Guide to Composition & the Elements of Visual Design. PDF ebook for desktop or mobile devices provided free to RDC for teaching this course.
- Robert Berdan (2015) A Quick Guide to Using Your Digital Single Lens Reflex Camera. PDF ebook for desktop or mobile devices provided free to RDC for teaching this course.

Assessment

Students are required to submit assignments to measure progression of skills. The final assignment requires students to submit photographs in the form of a PDF portfolio.

Completion/submission of original student work is required. Incomplete or plagiarized submissions may result in a grade of F for that particular requirement.

<i>Assessment</i>	<i>Weight</i>
Quiz	5%
Photo Workshop Completion	30%
Photoshop Assignment	20%
Video Assignment	20%
Portfolio	25%

GRADING SYSTEM: You will receive a letter grade in the course based on the following chart:

Percentage	Grade	4 Point	
96-100	A+	4.0	
90-95.99	A	4.0	Excellent
85-89.99	A-	3.7	
80-84.99	B+	3.3	
75-79.99	B	3.0	Good
70-74.99	B-	2.7	
67-69.99	C+	2.3	
63-66.99	C	2.0	Satisfactory
60-62.99	C-	1.7	
55-59.99	D+	1.3	
50-54.99	D	1.0	Pass
0-49	F	0.0	Fail

Assignment Information

Late Assignments: Assignments will be penalized 10% for every day they are late, with the weekend (Saturday and Sunday) counting as one day.

Plagiarism: A plagiarism detection tool will be used in this course. Instructor will advise.

Tools to detect image and text plagiarism:

www.tineye.com - can be used to determine if any images are not the work of the student and can also be used to determine if images have been stolen and used on a web site without authorization.

www.copyscape.com – can be used to determine if text is stolen from another web site.

Mid-Term Feedback

Students can request an update of grading status at anytime.

Attendance Requirements

Students are required to attend at least 80% of classes and labs.

The RDC Final Examination Policy will be followed at all times with respect to Final Examinations. Please review this document to ensure that you understand the contents and implications of the policy. [Click here to see the Final Examination Policy.](#)

Academic Misconduct

Academic misconduct in all its forms is a serious offence. Please read the definitions that follow, and refer to the links below for the complete policies.

Definitions

Academic misconduct: Academic misconduct is the giving, taking, or presenting of information or material that unethically or dishonestly aids oneself or another on any work which, under normal circumstances, is to be considered in the determination of a grade or the compilation of academic requirements or the enhancement of that student's record or academic career. The two key areas of academic misconduct are cheating and plagiarism.

Plagiarism: The use or close imitation of language, paintings, films, prototypes and ideas of another author and representation of them as one's own original work. The most common forms of plagiarism are: copying or paraphrasing another author's work without proper acknowledgement, using the ideas or lines of reasoning of another author's work without proper acknowledgement, submitting work to which someone else has made substantial improvements to the content, and submitting the same work for multiple courses without approval.

Plagiarism can be judged to have occurred if the instructor has both the submitted material and original source that was copied, or if the student is unable to explain the terminology or ideas of a submission.

Cheating: Any attempt to give or obtain unsanctioned assistance in a formal academic exercise (e.g., examination).

- [Student Misconduct: Academic and Non-Academic Policy](#)
- [Appeal: Formal Policy](#)
- [Appeals: Informal Resolution Policy](#)

IMPORTANT RED DEER COLLEGE DATES 2016-2017 Courses

******* Fall 2016**

September 7	First day of classes for Fall term 2016 and Full-Year 2016-2017 courses.
September 16	Last day to register late or add/drop Fall term 2016 and Full-year 2016-2017 courses.
September 16	Last day to have tuition refunded for Fall term 2016 and Full-Year 2016-2017 courses.
October 1	First day to apply for Fall term 2017 programs.
October 4	Emergency Response Day.
October 10	Thanksgiving Day; College closed.
October 28	Midterm feedback date for Fall term courses.
November 10	College open. No credit classes.
November 10	Final exams schedule posted for Fall term 2016.
November 11	Remembrance Day; College closed.
November 14	Credit classes resume Fall term 2016.
December 7	Last day to withdraw from Fall term courses and receive a WD.
December 7	Last day of classes for Fall term 2016.
December 12-17	Final exams written.
December 20	Deferred exams for Fall term 2016 written.
December 22	Last day for submission of final grades for Fall term courses.
December 23	Final grades available for Fall term 2016.
December 23	College closed at noon.
Dec 24-Jan 3	No classes for students.
January 14, 2017	Supplemental exams for Fall term 2016 written.

Prior Learning Assessment

This course may be eligible for [Prior Learning Assessment](#). Students should refer to the [RDC Academic Calendar](#) for a list of excluded courses.

Classroom Learning Resources *(If applicable, note that these are available in other formats)*

Student Services on Campus

Students should be aware that Personal Counselling, Career, Learning and Disability Resources are provided by RDC. Students may inquire about locations at the Information Desk. It is the responsibility students to discuss their specific learning needs with the appropriate service provider.

[Learning Support](#) (Library: 403-342-3264, help_learn@rdc.ab.ca)

- [Writing Skills Centre](#) (writingskills@rdc.ab.ca)
- [Math Learning Centre](#) (math concepts and advanced theoretical math)
- [Learning Strategies](#) (note-taking, studying and exam-writing strategies)
- [Peer-Assisted Study / Tutoring](#) (one-on-one tutoring by students)

[Disability Resources](#) (Library: 403-357-3629, disabilityservices@rdc.ab.ca)

- Coordination of services (tutoring, alternate format text, note-taking and so on.)
- Academic accommodations, including exam accommodations

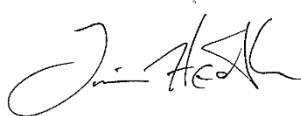
[Counselling and Career Centre](#) (Room 1402: 403-343-4064, counselling@rdc.ab.ca)

Changes to Course Outline

No changes will be made to this course outline without the consent of the class and the approval of the Associate Dean of the School of Arts and Sciences.

It is the student's responsibility to be familiar with the information contained in this course outline and to clarify any areas of concern with the instructor.

Students should refer to the Appeals: Formal Policy, Appeals: Informal Resolution Policy and Student Misconduct: Academic and Non-Academic Policy should questions or concerns about the Course Outline not be resolved directly with the instructor.



Tim Heath, PhD
Associate Dean, School of Arts & Science
Approved 6 September 2016