

GD 3010 PHOTOGRAPHY FOR GRAPHIC DESIGNERS

Credits: 3

This course prepares students to utilize photography with the primary purpose of creating dynamic and compelling images of products and people for advertising. Students become adept at using technology including the digital SLR (standard settings, manual overrides and experimentation), understand lighting (both interior studio settings and exterior outdoor settings), facilitate between lens options (macro, specialty filters and wide angle) and learn the importance of a dynamic portfolio stage setting through appropriate documentation. Modest digital post-production will be explored including industry standard software.

Prerequisites: GD2220 Raster Image Processing

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Identify the essential grammar of photography.	Abundantly uses the grammar of photography.	Uses the essential grammar of photography.	Uses some of the grammar used in photography.	Students are unable to use the essential grammar of photography.	GD-5, GD-6, GD-7, GD-10	Design Competence
Compose meaningful images using framing, balance, negative space and the rule of thirds.	Provides numerous examples using framing, balance, negative space and the rule of thirds.	Provides examples using framing, balance, negative space and the rule of thirds.	Provides some examples using framing, balance, negative space and the rule of thirds.	Does not provide samples of meaningful images using framing, balance, negative space and the rule of thirds.	GD-1, GD-4, GD-5, GD-6, GD-7, GD-9	Design Competence
Use manual settings, priority settings, ISO settings and white balance options on a DSLR Camera	Identifies and uses the manual settings, priority settings, ISO settings and white balance options on a DSLR Camera.	Identifies the manual settings, priority settings, ISO settings and white balance options on a DSLR Camera.	Identifies some of the manual settings, priority settings, ISO settings and white balance options on a DSLR Camera.	Cannot identify the manual setting, priority settings, ISO settings and white balance options on a DSLR Camera.	GD-1, GD-2, GD-5, GD-9	Design Competence
Identify how aperture impacts both the light and depth of field.	Provides numerous examples of how aperture impacts both the light and depth of field.	Provides examples of how aperture impacts both the light and depth of field.	Provides some examples of how aperture impacts both the light and depth of field.	Student provides no examples of how aperture impacts both the light and depth of field.	GD-1, GD-2, GD-5, GD-9	Design Competence
Identify how shutter speed freezes action or creates motion blur.	Provides numerous examples of how shutter speed freezes action or creates motion blur.	Provides examples of how shutter speed freezes action or creates motion blur.	Provides some examples of how shutter speed freezes action or creates motion blur.	Student provides no examples of how shutter speed freezes action or creates motion blur.	GD-1, GD-2, GD-5, GD-9	Design Competence
Compose photographs using window light, shadow light, reflectors and strobe lights.	Provides numerous examples of photographs using window light, shadow light, reflectors and strobe lights.	Provides examples of photographs using window light, shadow light, reflectors and strobe lights.	Provides some examples of photographs using window light, shadow light, reflectors and strobe lights.	Provides no examples of photographs using window light, shadow light, reflectors and strobe lights.	GD-1, GD-4, GD-5, GD-6, GD-7, GD-9	Design Competence
Utilize industry based software as a means to edit photographic imagery for graphic design.	Provides numerous examples of edited photographic imagery for graphic design using industry based software.	Provides examples of edited photographic imagery for graphic design using industry based software.	Provides some examples of edited photographic imagery for graphic design using industry based software.	Provides no examples of edited photographic imagery for graphic design using industry based software.	GD-1, GD-4, GD-5, GD-6, GD-7, GD-9	Design Competence