DELAWARE
TECHNICAL ◆ COMMUNITY
COLLEGE

Course Number and Title: VSC 274 Applied Practice Photo Imaging

Campus Location:
Dover

Effective Date:
2018-51

Prerequisite:
VSC 115, VSC 160, VSC 165, VSC 210

Co-Requisites:
none

Course Credits and Hours:
3.00 credits
2.00 lecture hours/week
3.00 lab hours/week

Course Description:
This course prepares students with the workplace skills necessary for professional job placement. Topics include self-assessment techniques, time management tools, and professional workplace behavior. Technical and aesthetic aspects of creating photography and video and the conceptualization of imagery are also covered. Students explore a variety of digital techniques while developing critical thinking and problem-solving skills. Students use video production, photography, and style to communicate ideas graphically for use in a professional portfolio. Emphasis is placed on individual investigation and discovery while remaining open to collaboration.

Required Text(s):
Obtain current textbook information by viewing the campus bookstore - https://www.dtcc.edu/bookstores online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:
DSLR camera and kit containing but not limited to: Lenses Card and Reader Battery and Charger Materials for this course vary based on the individual solutions developed by the student in response to project assignments.

Schedule Type:
Classroom Course

Disclaimer:
None

Core Course Performance Objectives (CCPOs):

1. Access, use, and store data using a Macintosh or personal computer (PC) based platform. (CCC 2, 4, 5, 6; PGC PHI 2)
2. Apply the basic elements and principles of design to photography and/or video production. (CCC 1, 2, 4, 5, 6; PGC PHI 3, 4, 5)
3. Apply project planning, project management, copyright and fair use, and teamwork to photography and/or video production. (CCC 1, 2, 3, 4, 5, 6; PGC PHI 1, 3, 4, 5, 6)
4. Create images/campaigns using photographic/video layouts that express issues pertaining to a given creative brief and/or client subject matter. (CCC 1, 2, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5)
5. Create images and graphics for web, print, and/or video. (CCC 1, 2, 3, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5)
6. Prepare and present a formal concept presentation to the client, and use constructive criticism to make improvements. (CCC 1, 2, 3, 4, 5, 6; PGC PHI 2, 3, 4, 5, 6)
7. Create, present, and defend the design and technical merits of all completed work. (CCC 1, 2, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5, 6)
8. Package and prepare all final client-approved work for delivery to a client. (CCC 1, 2, 4, 5, 6; PGC PHI 1, 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Access, use, and store data using a Macintosh or personal computer (PC) based platform.
    1. Use the various operational basics of a Macintosh or PC system.
    2. Create and store files in proper areas.
2. Apply the basic elements and principles of design to photography and/or video production.
    1. Explain image resolution, image size, and image file format for web, video, and print media.
    2. Apply design principles, elements, and image composition.
    3. Define key terminology of digital images.
3. Apply project planning, project management, copyright and fair use, and teamwork to photography and/or video production.
    1. Interpret the purpose, audience, and audience needs for preparing images that meet design brief requirements.
    2. Communicate design plans with other members of the design team and clients.
    3. Discuss standard copyright rules for images and image use.
    4. Discuss project management tasks and responsibilities.
    5. Create a review and redesign cycle based on feedback.
4. Create images/campaigns using photographic/video layouts that express issues pertaining to a given creative brief and/or client subject matter.
    1. Use a variety of media to solve photography and video assignments according to assigned client needs.
5. Create images and graphics for web, print, and/or video.
    1. Prepare images for web, print, and video.
6. Prepare and present a formal concept presentation to the client, and use constructive criticism to make improvements.
    1. Mount, matte, or otherwise display work presentation.
    2. Present concept design in a formal critique.
    3. Incorporate constructive criticism to make improvements.
7. Create, present, and defend the design and technical merits of all completed work.
    1. Present and discuss work with an assigned client.
    2. Incorporate client feedback.
8. Package and prepare all final client-approved work for delivery to a client.
    1. Email, upload, and save completed work for a client.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	–	100	=	A
83	–	91	=	B
75	–	82	=	C
0	–	74	=	F

Students should refer to the Student Handbook - https://www.dtcc.edu/handbook for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
VSCAASPHI

1. Integrate principles and elements of design into cohesive problem solving techniques for photographic and video assignments.
2. Critique digital photographic and/ or video images and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize photographic images and / or video from a variety of sources and formats into cohesive presentations that are technically and conceptually effective.
5. Collaborate with art directors, clients, models, and others to achieve the desired conceptual effect of requested imagery.
6. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.