

INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY
LAS VEGAS, NV
Master Course Outline

Course Title:	Visual Composition
Course Number:	DESIGN175
Instructor Name:	Rebekah Just
Instructor Email and Contact Information:	rebekahjust@iadtvegas.com or rebekahjust@yahoo.com Office hours available upon request of appointment.
Credit/Clock Hours:	4 Credit Hours 50 Contact Hours
Course Length:	10 Weeks
Course Schedule:	FRIDAYS 8:30AM-1:00PM • May 7 – July 9, 2010
Unit of Academic Measurement (Select One):	<input type="checkbox"/> Clock Hours <input checked="" type="checkbox"/> Quarter System <input type="checkbox"/> Semester System
Prerequisites:	DESIGN101 - Design Fundamentals
Course Description:	Students explore composition using digital photography. Students will have the opportunity to develop an appreciation of photography as well as to begin to build their own photographic library. The camera's viewfinder is used as a vehicle for demonstrating the designer's frame of reference.
Learning Objectives:	Upon completion of this course, the student should be able to: <ul style="list-style-type: none"> • Describe the application of photography to commercial purposes; • Demonstrate the ability to use a digital camera to take photographs; • Employ basic photo-editing techniques for adjustment of digital images; • Critique photographic concepts; • Demonstrate design and composition via photography; and • Employ basic lighting techniques.

Instructional Methods:	<input type="checkbox"/> Case Study <input type="checkbox"/> Debate <input type="checkbox"/> Didactic Questioning <input type="checkbox"/> Experimentation <input type="checkbox"/> Games <input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Large Group Discussion <input checked="" type="checkbox"/> Observation <input checked="" type="checkbox"/> Research <input type="checkbox"/> Simulation <input type="checkbox"/> Threaded Discussion <input checked="" type="checkbox"/> Collaborative Learning <input checked="" type="checkbox"/> Demonstration <input type="checkbox"/> Drill and Practice <input type="checkbox"/> Field Trip <input type="checkbox"/> Inquiry <input type="checkbox"/> Small Group Discussion <input type="checkbox"/> Multimedia <input type="checkbox"/> Problem Solving <input type="checkbox"/> Role Playing <input type="checkbox"/> Text Presentation
Course Website	Course materials are accessible via the student portal.
Email Account	Students will be provided with a personal email account upon admission to the program (e.g. JohnDoe22@IADTOnline.com). Students are responsible for checking this email account, as it will be used for purposes of communication between instructor and student.
Required Textbook(s)	London, Barbara. <i>Photography</i> . Prentice Hall. 9 th ed. 2007. ISBN-13: 978-0131752016 ISBN-10: 0131752014
Optional Textbook(s)	Busch, David D. <i>Mastering Digital Photography</i> . Cengage Learning. 2 nd ed. 2005. ISBN-13: 978-1598630176 ISBN-10: 1598630172
Additional Required Resources & Supplies:	Minimal requirement: Digital camera with manual override settings Adobe Photoshop & Bridge Memory Card (Minimum 2GB) Flash Drive or External Hard Drive (Minimum 8BG) Card Reader (must be able to read your camera's memory card) ½" Notebook dedicated to this class with paper for note taking

Assessment Criteria:	Assessment Exercise		Percentage of Total Grade
		Projects	
	Examinations / Quizzes		20%
	Classroom Activities and Participation		10%
	TOTAL		100%
Grading Scale	Letter Code	Description and Percentage Range	
	A	100 - 90	
	B	89 - 80	
	C	79 – 70	
	D	69 – 60	
	F	59 and below	
Library Assignment(s):	<p>Information literacy is defined by the American Library Association as the ability to “recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.” The development of information literacy has been defined as a learning outcome for this program and as a learning objective for this course. Students in this course will be required to:</p> <ul style="list-style-type: none"> • Define the need for information required to solve problems; • Effectively access needed information; • Critically evaluate information and its sources; • Utilize information effectively to solve problems; and • Adhere to copyright policies and standards for citation. <p>Opportunities for the development of skills in information literacy and use of the CECybrary will be determined by the instructor through specific assignments and activities.</p>		
Portfolio Assignment:	<p>Program portfolios provide a recommended and demonstrable means to assess student competencies. The instructor for this class will provide students will an opportunity to select an assignment from those required for inclusion as part of the program portfolio.</p>		

Topical Outline:

Week Number	Description of Content
1	<ul style="list-style-type: none"> ▪ Introduction ▪ History of Photo ▪ Photography technical intro
2	<ul style="list-style-type: none"> ▪ Reading Quiz 1 ▪ Camera Operation ▪ Digital vs. conventional photography/resolution ▪ Metering & bracketing
3	<ul style="list-style-type: none"> ▪ Reading Quiz 2 ▪ Process Assignment 1 (archive, contact sheets, color correction) ▪ Depth of field & motion blur
4	<ul style="list-style-type: none"> ▪ Reading Quiz 3 ▪ Critique Assignment 1 ▪ Intro to commercial photography ▪ Composition ▪ Midterm Review ▪ Process Assignment 2
5	<ul style="list-style-type: none"> ▪ Midterm ▪ Critique Assignment 2 ▪ Designing through the viewfinder ▪ Process Assignment 3
6	<ul style="list-style-type: none"> ▪ Critique Assignment 3 ▪ Photo-editing (Retouching, Black & White Processing, Toning) ▪ Process Assignment 4
7	<ul style="list-style-type: none"> ▪ Critique Assignment 4 ▪ Lighting techniques 1 ▪ Process Assignment 5
8	<ul style="list-style-type: none"> ▪ Reading Quiz 4 ▪ Critique Assignment 5 ▪ Lighting techniques 2 ▪ Process Assignment 6
9	<ul style="list-style-type: none"> ▪ Reading Quiz 6 ▪ Critique Assignment 6 ▪ Advanced techniques ▪ Process Assignment 7
10	<ul style="list-style-type: none"> ▪ Final ▪ Critique Assignment 7 ▪ Role of the art director

Week Number	Homework
1	<input type="checkbox"/> Get supplies <input type="checkbox"/> Read pages 3-63
2	<input type="checkbox"/> Read pages 67-90, 139-148 & 163-197 <input type="checkbox"/> Shooting Assignment 1
3	<input type="checkbox"/> Read Pages 319-341, & 395-396 <input type="checkbox"/> Shooting Assignment 2 <input type="checkbox"/> Finish Assignment 1 Post-production
4	<input type="checkbox"/> Shooting Assignment 3 <input type="checkbox"/> Finish Assignment 2 Post-production <input type="checkbox"/> Study for Midterm!
5	<input type="checkbox"/> Shooting Assignment 4 <input type="checkbox"/> Finish Assignment 3 Post-production
6	<input type="checkbox"/> Shooting Assignment 5 <input type="checkbox"/> Finish Assignment 4 Post-production
7	<input type="checkbox"/> Read pages 227-257 & 397-398 <input type="checkbox"/> Shooting Assignment 6 <input type="checkbox"/> Finish Assignment 5 Post-production
8	<input type="checkbox"/> Shooting Assignment 7 <input type="checkbox"/> Finish Assignment 6 Post-production
9	<input type="checkbox"/> Study for Final <input type="checkbox"/> Finish Assignment 7 Post-production