



COURSE OUTLINE

DES103 Fundamentals of Photography

Course Coordinator: Tricia King (tking2@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course will develop your understanding of the fundamentals of photography and visual literacy. In addition to practical introductory camera processes, you will develop an understanding of composition and the basic elements of photography. You will begin to build a portfolio of ideas, using photography as the medium.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Laboratory – On campus laboratory for 12 weeks (or equivalent).	2hrs	Week 1	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Not applicable	12 times

1.3. Course Topics

Camera techniques; visual literacy; exposure triangle; composition; depth and perspective; light (artificial and natural); genres; portraiture; ethics; professional practices.

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Identify and reflect on historical, cultural and contemporary photography practices and apply this understanding to your own image making and its influence in communication, art, science and industry.	Creative and critical thinker
2	Explain the relationship between content and form in photographs as well as the relationship between photographs.	Knowledgeable
3	Demonstrate competency in the use of digital small format cameras including operation, various lighting techniques and methods for constructing composition.	Empowered
4	Explain the ethical and professional implications of photography and its relationship to image making.	Ethical

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Students will receive early feedback in week 3.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Creative, and Written Piece	Individual	30%	15 images 10 page A4 journal	Week 5	Online Assignment Submission
All	2	Artefact - Creative, and Written Piece	Individual	35%	12 images 10 page A4 journal	Week 9	Online Assignment Submission
All	3	Artefact - Creative, and Written Piece	Individual	35%	10 images plus process journal	Week 13	Online Assignment Submission

All - Assessment Task 1: Artefact - Creative, and Written Piece

GOAL:	Composition is the foundation upon which we build our photo images by arranging, organising and combining the visual elements within the picture area to produce a harmonious and pleasing photograph. The goal for Assessment Task 1 is to develop your understanding of the methods required to create pictorial balance essential to image making. By reflecting on your understanding of the technical methods thus far, how you use and understand light, depth of field, and focus combined with composition you will be developing your photographic eye. The goal for your journal is to identify and reflect on historical, cultural and contemporary photography practices and apply this understanding to your own image making.										
PRODUCT:	Artefact - Creative, and Written Piece										
FORMAT:	<p>To help with this understanding you are asked to:</p> <p>Identify a number of methods of composition learnt from class tutorials and your personal exploration, such as rule of thirds, colour, shape, form, contrast, and point of focus, converging lines and others you might incorporate.</p> <p>Using a digital camera, you are to photograph a series of images using a variety of these methods.</p> <p>Critically evaluate your images and choose 15 images, create high-resolution jpgs.</p> <p>Write an overall rationale from your exploration and include as last page in your journal explaining your creative methods from your findings. Plus, include technical information such as ISO, white balance and note the light source and time of day (support material for writing a rationale is included in your assignments folder).</p> <p>Comprise at least a A4 10 page journal of support documentation outlining the creative and technical photographic working process, source readings and methodologies associated with production of exploratory, inspirational, developmental, technical and creative work. Examples from photographers sourced from websites or books/magazines must include the reference for your findings. You are to use your journal to document your process and methods for this task, such as lighting conditions, and any exposure information such as depth of field, including noting your experiential and all photography descriptions and benchmark images.</p> <p>Submit your images and your journal with last page rationale on a USB in class time, Week 5.</p>										
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All - Assessment Task 2: Light Exposure artificial and/or natural light photographic portfolio

GOAL:	Light is essential to photography and is a photographer's most important consideration when taking images either in natural light or the warm glow of incandescent light. The goal for Task 2 is to introduce you to how the eye and lens perceive the colour spectrum under various lighting conditions and to photographically experiment with a range of artificial and natural lighting conditions. *All (photographic) assignment material is to be recorded from within the current course period.										
PRODUCT:	Artefact - Creative, and Written Piece										
FORMAT:	To practise using light you are required to: Experiment and photograph a variety of images that best describe a broad range of the colour spectrum in various lighting conditions. Write an overall rationale from your exploration and include as last page in your journal explaining your creative methods from your findings. Plus, include technical information such as ISO, white balance and note the light source and time of day (support material for writing a rationale is included in your assignments folder). Evaluate 12 images from your exploration and critically select 4 of the best images, include these in separate folders and submit via Blackboard. Comprise at least a A4 landscape 10 page journal of support documentation outlining the creative and technical photographic working process, source readings and methodologies associated with production of exploratory, developmental, technical and creative work. Examples/inspiration from photographers sourced from websites or books/magazines must include the reference for your findings. You are to use your journal to document your process and methods for this task, such as lighting conditions, exposure and any historical, ethical findings.										
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All - Assessment Task 3: Exploring Urban Documentary

GOAL:	Urban documentary is the art of observation and documentation of chance encounters in everyday life. This portfolio draws on the skills you have gained already in the course by thinking on your feet to recognise good composition, work with existing natural and/or artificial light and make technical decisions quickly. Your goal is to authentically and ethically create interesting and engaging images which capture the urban environment.										
PRODUCT:	Artefact - Creative, and Written Piece										
FORMAT:	Create a portfolio of 10 images which explore engaging composition and aesthetics in street photography Write a journal that explores your creative approach and methods, including technical information. Further details can be found on Blackboard.										
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7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Student must have access to DSLR/mirrorless camera and lenses.

This course requires some commercial software or hardware which is provided at USC campuses for student use. If you elect to do this course online, you may either; attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au