



Project Report

Project Name: Photography Program Re-development
Department: Information Technology
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Product/Process: Analysis and Design Phase of Program Re-development

Prepared By

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1 REPORT PURPOSE

Report Purpose

This report is the final document listing contributions by the Program and Curriculum Development Department toward re-development of the Photography Program offered through the School of Continuing and Distance Education. Further work on re-development of this program will be continued by faculty and staff of the school.

2 PROJECT REPORT GOALS

Project Report Goals

This project report is created to accomplish the following goals:

- Document progress on Photography Program re-development to May 11, 2009.
- Document the contribution made by the Program and Curriculum Development Department toward this program re-development

3 PROJECT REPORT SUMMARY

3.1 Project Background Overview

Project Background Overview

The existing Photography Program offered by the School of Continuing and Distance Education (C+DE) is outdated and needs to be re-developed to reflect changes in technology, and industry practices that have evolved since the original program was implemented.

3.2 Project Highlights

Project Highlights

This project accomplished the analysis and design phases for curriculum re-development by completing a DACUM Occupational Analysis, identifying learning outcomes, course requirements and descriptions for a re-developed Photography Program.

The project advanced curriculum re-development to the point where content development (i.e. development of course outlines, course content, course materials, as well as lesson and instructional planning) can proceed.

4 PROJECT PROCESS AND OUTCOMES

4.1 Project Process

Project Process

The projected process involved a series of workshops with C+DE staff and industry representatives facilitated by staff from Program and Curriculum Development. The workshops included:

- A DACUM Occupational Analysis workshop held with 7 industry participants on February 11th and 13th of 2008
- A Graduate Profile development workshop held with C+DE staff and 3 industry participants on November 4, 2008.
- Seven (7) workshops with C+DE staff and 3 industry participants held between November 12, 2008 and April 23, 2009 during which all learning outcomes for the program were identified and grouped into proposed courses

Between workshops a Curriculum Consultant from Program and Curriculum Development and the Program Manager from C+DE collaborated to refine and value add to work coming out of the workshops.

At the conclusion of all workshops the C+DE Program Manager identified

scope and sequencing of courses for the revised program and wrote course descriptions for all courses. The Curriculum Consultant from Program and Curriculum Development wrote course summaries for all courses integrating course descriptions, learning outcomes and objectives with the DACUM Occupational Analysis, Graduate Profile, and College-Wide Learning Outcomes. The WIDS performance-based curriculum model and software was used in writing the course summaries.

4.2 Project Outcomes

Project Outcomes

The following deliverables resulted from this project:

1. A DACUM Occupational Analysis (see Appendix A)
2. A Graduate Profile for the program that reflects the DACUM Occupational Analysis (see Appendix B)
3. A Program Map listing all Learning Outcomes and Learning Objectives grouped into proposed courses for the redeveloped program that reflect both the DACUM Occupational Analysis and the Graduate Profile (see Appendix C)
4. Course Descriptions (see Appendix D)
5. Course Outcome Summaries for the 13 proposed program courses (see Appendix E)

5 RECOMMENDATION

Recommendation

The analysis and design phases of the Photography Program re-development were completed through this project with assistance from Program and Curriculum Development.

It is recommended that C+DE continue re-development by proceeding to development, delivery, and evaluation phases.

6 APPENDICES

6.1 Appendix A: DACUM Occupational Analysis

PHOTOGRAPHY DACUM

Facilitated by Mike Stuhldreier and Joanne Shay
February 11th and 13th, 2008

DACUM Skill Rating Scale

- 1 - Can perform some parts of this skill satisfactorily but requires assistance and/or supervision to perform the entire skill.
2 - Can perform this skill satisfactorily but requires periodic assistance and/or supervision.

- 3 - Can perform this skill competently without assistance or supervision.
4 - Can perform this skill competently without assistance with more than acceptable quality, and with initiative/adaptability to unique situations.

APPLY PRINCIPLES OF LIGHTING A	Adjust ratios of light A1	Adjust patterns of light A2	Determine the quality of light A3	Create quality of light A4	Evaluate light A5	Measure light A6																		
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
COMMUNICATE B	Demonstrate active listening skills B1	Ask questions B2	Demonstrate verbal skills B3	Practice telephone etiquette B4	Practice email etiquette B5	Use language appropriate to the audience B6																		
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
	Develop presentations B7	Interpret verbal / written directions B8	Analyze image messages B9	Create a message using a visual medium B10	Deliver presentations B11	Demonstrate assertiveness B12																		
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
	Follow directions B13	Influence others B14	Interpret nonverbal communication B15	Interpret technical manuals B16	Use industry terminology B17																			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4									

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DEMONSTRATE PROFESSIONALISM
C

Develop a portfolio C1	Demonstrate flexibility C2	Identify personal strengths / weaknesses C3	Demonstrate time management skills C4	Demonstrate interpersonal skills C5	Demonstrate initiative C6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Qualify artistic and technical decisions C7	Demonstrate organizational skills C8	Select appropriate attire for the situation C9	Demonstrate ethical behaviour C10	Demonstrate a commitment to lifelong learning C11	Adapt to change C12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Demonstrate multitasking skills C13	Demonstrate independent work habits C14	Develop professional relationships / networks C15			
1 2 3 4	1 2 3 4	1 2 3 4			

APPLY THE MECHANICS OF EXPOSURE
D

Describe aperture D1	Describe shutter-speed D2	Describe depth of field D3	Select ISO appropriate to the task D4	Define ISO D5	Select film appropriate to the task D6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Determine aperture D7	Determine shutter-speed D8	Manipulate depth of field D9			
1 2 3 4	1 2 3 4	1 2 3 4			

APPLY THE THEORY OF COMPOSITION
E

Describe composition principles E1	Apply composition principles E2	Compose image E3	Arrange subject(s) E4	Originate idea / thought visually E5	Design environment E6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

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Build / design set E7				Select environment E8				Demonstrate creativity E9				Create an emotional response E10				Apply design theory E11			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

SELECT AND USE EQUIPMENT
F

Select camera type F1				Select the lens F2				Select lighting F3				Select lighting modifiers F4				Select backgrounds F5				Select computer F6			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Use a variety of cameras F7				Adapt to new technology F8				Use printing equipment F9				Apply principles of lighting modification F10				Use lighting equipment F11				Use media storage devices F12			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Use projection equipment F13				Fix basic equipment malfunctions F14				Use a variety of camera accessories F15				Practice equipment maintenance F16											
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4								

APPLY PROJECT MANAGEMENT SKILLS
G

Demonstrate problem solving skills G1				Determine client needs G2				Practice people management skills G3				Evaluate project(s) G4				Estimate time G5				Estimate costs G6			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Apply verbal / written directions G7				Develop proposals G8				Organize itineraries G9				Organize resources G10				Assess risk G11				Create a visualization of end product G12			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

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Develop plans				Orchestrate a shoot			
G13				G14			
1	2	3	4	1	2	3	4

APPLY BUSINESS PRINCIPLES
H

Describe the history of photography				Describe photographic practices and processes (historical and new)				Apply accounting principles				Create a marketable image (personal)				Apply marketing practices				Develop work flow processes			
H1				H2				H3				H4				H5				H6			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Build client loyalty				Apply QA / QC				Practice quality customer service				Develop a business plan				Follow legal and legislative requirements				Apply copyright practices			
H7				H8				H9				H10				H11				H12			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Develop brand image				Apply HR practices				Use e-business practices				Analyze market trends											
H13				H14				H15				H16											
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4								

USE TECHNOLOGY
I

Select software appropriate for the task				Calibrate equipment				Use Photoshop				Use editing software				Use presentation software				Use word processors			
I1				I2				I3				I4				I5				I6			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Use spreadsheet software				Apply image management practices				Use internet				Use database software				Use graphics software							
I7				I8				I9				I10				I11							
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				

APPLY COLOUR THEORY J

Explain colour theory J1	Adjust colour J2	Adjust density J3	Apply ICC profiles J4	Reproduce accurate colour J5	Adapt colour to output medium J6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Determine white balance J7					
1 2 3 4					

6.2 Appendix B: Graduate Profile

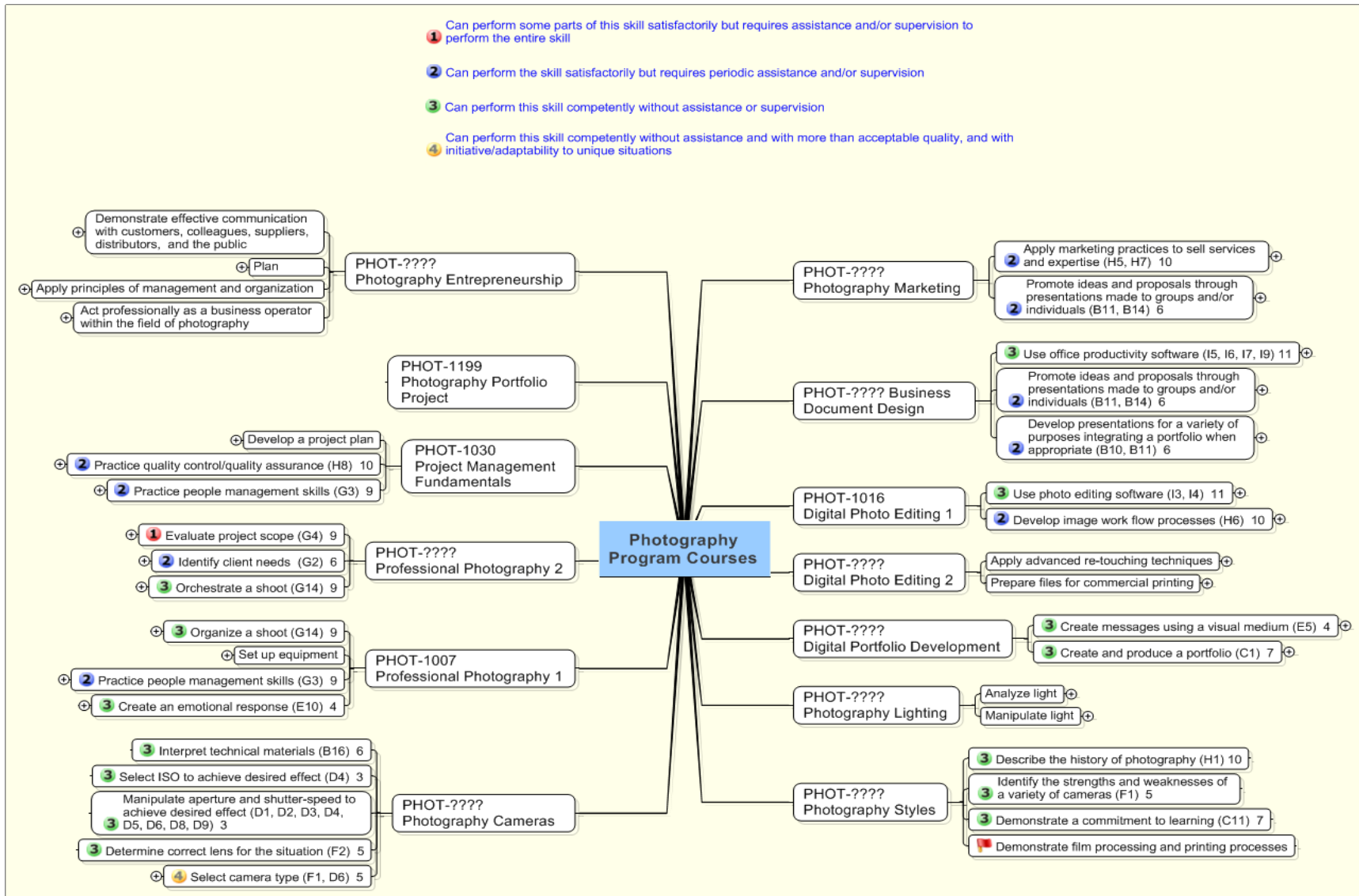
Upon successful completion of the program, the graduate should be able to:

1. Demonstrate artistry by creating images that evoke an emotional response. (C, E)
2. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)
3. Apply the mechanics of exposure to control light and influence the final product. (D)
4. Apply principles of composition to produce professional images. (E)
5. Select and use photographic equipment and technologies appropriate to the task. (F)
6. Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)
7. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)
8. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)
9. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time. (G)
10. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles. (H)
11. Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Note: Bracketed letters () indicate relationship to DACUM GACs.

6.3 Appendix C: Program Map

Project Report



6.4 Appendix D: Program Content and Course Descriptions

6.4.1 Professional Photography – Program Content – 168 Hours

Year 1	COURSE NAME	
PHOT-????	Photography: Marketing	64
PHOT-1007	Professional Photography: 1	64
PHOT-1016	Digital Photo Editing: 1	64
PHOT-????	Photography: Lighting	40
PHOT-????	Photography: Cameras	40
PHOT-????	Professional Photography: 2	64
PHOT-????	Digital Photo Editing: 2	64
PHOT-????	Business Document Design	40
PHOT-????	Photography: Styles	64
PHOT-????	Photography: Entrepreneurship	64
PROJ-1030	Project Management Fundamentals	44
PHOT-????	Digital Portfolio Development	80
PHOT-1199	Photography: Portfolio Project	140

6.4.2 COURSE DESCRIPTIONS

PHOT-???? Marketing

Marketing for Photographers is an introductory study of the principles and applications of marketing strategies for the aspiring photographer. The vital role of marketing services and expertise in a volatile business environment is presented from the perspective of value and satisfaction. Students explore the relationships between market research, market segmentation, positioning and strategy development within the marketing environment to form a foundation for analysis. Focus on planning "whole" strategies; through selection of target markets and development of appropriate marketing mixes.

Pre-Requisites: **None**

PHOT-2007 Professional Photography: 1

This course will help students to develop the skills needed to produce professional quality

photographs, and create an emotional response through architectural and portrait photographs. Students learn how to set up photographic equipment and organize a successful photo shoot. Emphasis will be on creative use of people management skills, as well as camera controls and photographic composition.

Pre-Requisites: **None**

PHOT-2008 Professional Photography: 2

Students will learn how to evaluate project scope, and identify the needs of the client before beginning a professional photo shoot. Students will work be required to work individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. Emphasis will be on developing the eye for visualization of the end product.

Pre-Requisites: **Professional Photography: Intro; Camera for Photography; Photography: Lighting**

PHOT-???? Photography: Lighting

This class is designed to teach students how use lighting equipment, and to apply the mechanics of exposure to control light and influence the final product. Assignments will focus on analyzing, adjusting and manipulating light, determine the quality of light. Students will apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.

Pre-Requisites: **None**

PHOT-???? Photography: Cameras

This class is designed to teach students how select and use photographic equipment and technologies appropriate to the task. Students will learn how to interpret technical manuals, select ISO, and manipulate aperture and shutter-speed to achieve a desired effect.

Pre-Requisites: **None**

PHOT-1016 Digital Photo Editing: 1

Learn the basic program functions of industry standard photo editing software. Students will learn how retouch photos using Adobe Photoshop's painting and editing tools. Students will develop image work flow processes needed to prepare images for presentation, using many of the shortcuts and tips used by expert image editors.

Pre-Requisites: **None**

PHOT-???? Digital Photo Editing: 2

Learn the comprehensive program functions of industry standard photo editing software. Students will learn advance retouching techniques photos using Adobe Photoshop's painting and editing tools. Students will prepare files for commercial printing using work flow processes and techniques used by expert image editors.

Pre-Requisites: **Photo Editing for Photographers: Intro**

PHOT-???? Business Document Design

Promote yourself and your business through well-designed documentation and presentations. Students will learn how to use document software to create professional looking proposals,

spreadsheet software to create eye-catching Invoices, and slideshow software to create stunning presentations.

PHOT-???? Photography: Styles

This class is designed to teach students about the origins and evolution of photography by focusing on the styles used by photographers throughout history. Students will learn how to contrast the strengths and weaknesses of different cameras, lenses and photo processing methods using different historical styles. Students will learn about principles of composition, as well as history of photography technology. Students will produce professional images in the spirit and style of some of history's finest photographers.

Pre-Requisites: **Lighting for Photographers; Cameras for Photographers**

PHOT-???? Photography: Entrepreneurship

Designed to give photographers the tools they need to effective communication with customers, colleagues, suppliers, distributors, and the public, this course covers the basics of running a small photography business. Topics include: planning and developing a business plan; result-oriented marketing; understanding financing and financial statements; financial analysis and planning; human resource management planning; government regulations; taxation and personal self-assessment.

Pre-Requisites: **Marketing for Photographers**

PROJ-1030 Project Management Fundamentals

Study the fundamental aspects and principles of project management including life cycle, integration, planning, organization and communication. Learn about project plans, work breakdown structures, diagramming, cost management and resource allocation. Examine issues affecting project management including, people management, risk management, quality, conflict, and team building.

Pre-Requisites: **None**

Recommended: **Professional Business Documentation; Marketing for photographers; Entrepreneurship**

PHOT-???? Digital Portfolio Development

Learn to analyze and create messages using digital media integration as well as web and graphic layout software to prepare a professional digital portfolio.

Pre-Requisites: **Professional Business Documentation; Professional Photography: Intro; Photo Editing for photographers: advanced**

PHOT-1199 Portfolio Project

Students demonstrate artistry by creating a portfolio of photographs designed to invoke an emotional response. Students will utilize all of their, project management, marketing, photography and presentation skills to produce a professional level portfolio.

Pre-Requisites: **Entrepreneurship; Professional Business Documentation; Professional Photography: Advanced; Photo editing for photographers: Advanced**

Entrance Requirements

Manitoba Grade 12

Students entering this program are expected to be proficient in basic computer skills. They will be required to access and use the internet to locate reference material, use a word processing program to complete assignments, use a spreadsheet program, and to use e-mail to communicate with instructors and other students. Students who need to establish or improve their skills in should take Computers - Intro (COMP-1081) ,prior to beginning the program.

6.5 Appendix E: Course Outcome Summaries

6.5.1 PHOT-???? Photography Styles Course Outcome Summary

Course Information

Organization	Red River College
Department	Continuing + Distance Education

Course Description

This class is designed to teach students about the origins and evolution of photography by focusing on the styles used by photographers throughout history. Students will learn how to contrast the strengths and weaknesses of different cameras, lenses and photo processing methods using different historical styles. Students will learn about principles of composition, as well as history of photography technology. Students will produce professional images in the spirit and style of some of history's finest photographers.

Pre-Requisites: **Lighting for Photographers; Cameras for Photographers**

Exit Learning Outcomes

College-Wide Learning Outcomes

- A. Communicate
 1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
 2. write and speak so others pay attention and understand
 3. listen and ask questions to understand and appreciate the points of view of others
 4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
 5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas
- B. Manage Information
 1. locate, gather and organize information using appropriate technology and information systems

2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)
- C. Use Numbers
1. decide what needs to be measured or calculated
 2. observe and record data using appropriate methods, tools and technology
 3. make estimates and verify calculations
- D. Think & Solve Problems
1. assess situations and identify problems
 2. seek different points of view and evaluate them based on facts
 3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
 4. identify the root cause of a problem
 5. be creative and innovative in exploring possible solutions
 6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
 7. evaluate solutions to make recommendations or decisions
 8. implement solutions
 9. check to see if a solution works, and act on opportunities for improvement
- E. Demonstrate Positive Attitudes & Behaviours
1. feel good about yourself and be confident
 2. deal with people, problems and situations with honesty, integrity and personal ethics
 3. recognize your own and other people's good efforts
 4. take care of your personal health
 5. show interest, initiative and effort
- F. Be Responsible

1. set goals and priorities balancing work and personal life
2. plan and manage time, money and other resources to achieve goals
3. assess, weigh and manage risk
4. be accountable for your actions and the actions of your group
5. be socially responsible and contribute to your community

G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

J. Work with Others

1. understand and work within the dynamics of a group

2. ensure that a team's purpose and objectives are clear
 3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
 4. recognize and respect people's diversity, individual differences and perspectives
 5. accept and provide feedback in a constructive and considerate manner
 6. contribute to a team by sharing information and expertise
 7. lead or support when appropriate, motivating a group for high performance
 8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- K. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- A. Demonstrate artistry by creating images that evoke an emotional response.
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.
- C. Apply the mechanics of exposure to control light and influence the final product.
- D. Apply principles of composition to produce professional images.
- E. Select and use photographic equipment and technologies appropriate to the task.

- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.
- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.
- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.
- I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.
- J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.
- K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Outcomes

1. Explain the history of photography

Properties

Domain: Cognitive Level: Synthesis

Linked College-Wide Learning Outcomes

Communicate

Learn Continuously

Linked Graduate Profile

Select and use photographic equipment and technologies appropriate to the task.

Apply the mechanics of exposure to control light and influence the final product.

Apply principles of composition to produce professional images.

Learning Objectives

- a. Describe the origins and evolution of photography

- b. Differentiate photographic equipment and processes from a historical perspective
- c. Demonstrate a commitment to learning

2. Identify the strengths and weaknesses of a variety of cameras

Properties

Domain: Cognitive Level: Analysis

Linked College-Wide Learning Outcomes

Communicate

Think & Solve Problems

Linked Graduate Profile

Apply the mechanics of exposure to control light and influence the final product.

Apply principles of composition to produce professional images.

Select and use photographic equipment and technologies appropriate to the task.

Learning Objectives

- a. Describe the main types of cameras
- b. Contrast the strengths and weaknesses of different cameras, lenses and photo processing methods

6.5.2 PHOT-???? Photography Lighting Course Outcome Summary

Course Information

Organization	Red River College
Department	Continuing + Distance Education

Course Description

This class is designed to teach students how use lighting equipment, and to apply the mechanics of exposure to control light and influence the final product. Assignments will focus on analyzing, adjusting and manipulating light, determine the quality of light. Students will apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.

Pre-Requisites: None

Exit Learning Outcomes

College-Wide learning Outcomes

A. Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

B. Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

C. Use Numbers

1. decide what needs to be measured or calculated
2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

D. Think & Solve Problems

1. assess situations and identify problems
2. seek different points of view and evaluate them based on facts
3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
4. identify the root cause of a problem
5. be creative and innovative in exploring possible solutions
6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
7. evaluate solutions to make recommendations or decisions
8. implement solutions
9. check to see if a solution works, and act on opportunities for improvement

E. Demonstrate Positive Attitudes & Behaviours

1. feel good about yourself and be confident
2. deal with people, problems and situations with honesty, integrity and personal ethics
3. recognize your own and other people's good efforts
4. take care of your personal health
5. show interest, initiative and effort

F. Be Responsible

1. set goals and priorities balancing work and personal life

2. plan and manage time, money and other resources to achieve goals
 3. assess, weigh and manage risk
 4. be accountable for your actions and the actions of your group
 5. be socially responsible and contribute to your community
- G. Be Adaptable
1. work independently or as a part of a team
 2. carry out multiple tasks or projects
 3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
 4. be open and respond constructively to change
 5. learn from your mistakes and accept feedback
 6. cope with uncertainty
- H. Learn Continuously
1. be willing to continuously learn and grow
 2. assess personal strengths and areas for development
 3. set your own learning goals
 4. identify and access learning sources and opportunities
 5. plan for and achieve your learning goals
- I. Work Safely
1. be aware of personal and group health and safety practices and procedures, and act in accordance with these
- J. Work with Others
1. understand and work within the dynamics of a group
 2. ensure that a team's purpose and objectives are clear

3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
 4. recognize and respect people's diversity, individual differences and perspectives
 5. accept and provide feedback in a constructive and considerate manner
 6. contribute to a team by sharing information and expertise
 7. lead or support when appropriate, motivating a group for high performance
 8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- K. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- A. Demonstrate artistry by creating images that evoke an emotional response.
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.
- C. Apply the mechanics of exposure to control light and influence the final product.
- D. Apply principles of composition to produce professional images.
- E. Select and use photographic equipment and technologies appropriate to the task.
- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing

relevant knowledge, skills, and judgments in a business setting.

- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.
- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.
- I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.
- J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.
- K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Outcomes

1. Analyze light

Properties

Domain: Cognitive Level: Analysis

Linked College-Wide learning Outcomes

Use Numbers

Think & Solve Problems

Learn Continuously

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response.

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.

Apply the mechanics of exposure to control light and influence the final product.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and

professional associations.

Learning Objectives

- a. Apply colour theory
- b. Determine the quality of light
- c. Measure light
- d. Evaluate light
- e. Determine lighting requirements for desired image

2. Manipulate light

Properties

Domain: Cognitive Level: Application

Linked College-Wide learning Outcomes

Manage Information

Use Numbers

Think & Solve Problems

Learn Continuously

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response.

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.

Apply the mechanics of exposure to control light and influence the final product.

Select and use photographic equipment and technologies appropriate to the task.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Use and adapt to a variety of computer software / hardware for both photographic and

business purposes.

Learning Objectives

- a. Adjust patterns of light
- b. Use lighting equipment
- c. Create quality of light
- d. Adjust ratios of light
- e. Apply principles of lighting modification
- f. Select ISO to achieve desired effect
- g. Control colour temperature

6.5.3 PHOT-???? Photography Cameras Course Outcome Summary

Course Information

Organization Red River College

Department Continuing + Distance Education

Course Description

This class is designed to teach students how select and use photographic equipment and technologies appropriate to the task. Students will learn how to interpret technical manuals, select ISO, and manipulate aperture and shutter-speed to achieve a desired effect.

Pre-Requisites: **None**

Exit Learning Outcomes

College-Wide Learning Outcomes

A. Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

B. Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

C. Use Numbers

1. decide what needs to be measured or calculated

2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

D. Think & Solve Problems

1. assess situations and identify problems
2. seek different points of view and evaluate them based on facts
3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
4. identify the root cause of a problem
5. be creative and innovative in exploring possible solutions
6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
7. evaluate solutions to make recommendations or decisions
8. implement solutions
9. check to see if a solution works, and act on opportunities for improvement

E. Demonstrate Positive Attitudes & Behaviours

1. feel good about yourself and be confident
2. deal with people, problems and situations with honesty, integrity and personal ethics
3. recognize your own and other people's good efforts
4. take care of your personal health
5. show interest, initiative and effort

F. Be Responsible

1. set goals and priorities balancing work and personal life
2. plan and manage time, money and other resources to achieve goals
3. assess, weigh and manage risk

4. be accountable for your actions and the actions of your group
5. be socially responsible and contribute to your community

G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

J. Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear
3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
4. recognize and respect people's diversity, individual differences and perspectives

5. accept and provide feedback in a constructive and considerate manner
 6. contribute to a team by sharing information and expertise
 7. lead or support when appropriate, motivating a group for high performance
 8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- K. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- A. Demonstrate artistry by creating images that evoke an emotional response.
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.
- C. Apply the mechanics of exposure to control light and influence the final product.
- D. Apply principles of composition to produce professional images.
- E. Select and use photographic equipment and technologies appropriate to the task.
- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.
- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.
- I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.
- J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.
- K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Outcomes

1. Interpret technical materials

Properties

Domain: Cognitive Level: Evaluation

Linked College-Wide Learning Outcomes

Communicate

Use Numbers

Think & Solve Problems

Learn Continuously

Linked Graduate Profile

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.

Apply the mechanics of exposure to control light and influence the final product.

Apply principles of composition to produce professional images.

Select and use photographic equipment and technologies appropriate to the task.

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

2. Select ISO to achieve desired effect

Properties

Domain: Cognitive Level: Analysis

Linked College-Wide Learning Outcomes

Manage Information

Use Numbers

Think & Solve Problems

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response.

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.

Apply the mechanics of exposure to control light and influence the final product.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

3. Manipulate aperture and shutter-speed to achieve desired effect

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Manage Information

Use Numbers

Think & Solve Problems

Linked Graduate Profile

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.

Apply the mechanics of exposure to control light and influence the final product.

Apply principles of composition to produce professional images.

Select and use photographic equipment and technologies appropriate to the task.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

4. Select camera type

Properties

Domain: Cognitive Level: Evaluation

Linked College-Wide Learning Outcomes

Think & Solve Problems

Be Adaptable

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response.

Apply principles of composition to produce professional images.

Select and use photographic equipment and technologies appropriate to the task.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Objectives

- a. Contrast the strengths and weaknesses of a variety of cameras

6.5.4 PHOT-2007 Professional Photography 1 Course Outcome Summary

Course Information

Organization Red River College

Department Continuing + Distance Education

Course Description

This course will help students to develop the skills needed to produce professional quality photographs, and create an emotional response through architectural and portrait photographs. Students learn how to set up photographic equipment and organize a successful photo shoot. Emphasis will be on creative use of people management skills, as well as camera controls and photographic composition.

Pre-Requisites: **None**

Exit Learning Outcomes

College-Wide Learning Outcomes

A. Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

B. Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

C. Use Numbers

1. decide what needs to be measured or calculated
2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

D. Think & Solve Problems

1. assess situations and identify problems
2. seek different points of view and evaluate them based on facts
3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
4. identify the root cause of a problem
5. be creative and innovative in exploring possible solutions
6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
7. evaluate solutions to make recommendations or decisions
8. implement solutions
9. check to see if a solution works, and act on opportunities for improvement

E. Demonstrate Positive Attitudes & Behaviours

1. feel good about yourself and be confident
2. deal with people, problems and situations with honesty, integrity and personal ethics
3. recognize your own and other people's good efforts
4. take care of your personal health
5. show interest, initiative and effort

F. Be Responsible

1. set goals and priorities balancing work and personal life
2. plan and manage time, money and other resources to achieve goals

3. assess, weigh and manage risk
4. be accountable for your actions and the actions of your group
5. be socially responsible and contribute to your community

G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

J. Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear
3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group

4. recognize and respect people's diversity, individual differences and perspectives
 5. accept and provide feedback in a constructive and considerate manner
 6. contribute to a team by sharing information and expertise
 7. lead or support when appropriate, motivating a group for high performance
 8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- K. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- A. Demonstrate artistry by creating images that evoke an emotional response. (C, E)
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)
- C. Apply the mechanics of exposure to control light and influence the final product. (D)
- D. Apply principles of composition to produce professional images. (E)
- E. Select and use photographic equipment and technologies appropriate to the task. (F)
- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)
- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment

- through a demonstrated commitment to lifelong learning and professional associations. (C)
- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)
 - I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time. (G)
 - J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles. (H)
 - K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Outcomes

1. Organize a shoot

Properties

Domain: Cognitive Level: Synthesis

Linked College-Wide Learning Outcomes

Communicate

Think & Solve Problems

Demonstrate Positive Attitudes & Behaviours

Be Responsible

Be Adaptable

Work Safely

Work with Others

Participate in Projects & Tasks

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response. (C, E)

Apply the principles of lighting and colour theory to a variety of photographic scenarios

by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)

Apply the mechanics of exposure to control light and influence the final product. (D)

Apply principles of composition to produce professional images. (E)

Select and use photographic equipment and technologies appropriate to the task. (F)

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)

Learning Objectives

- a. Apply principles of composition (E2) 4
- b. Arrange poses (E1, E2, E4) 4
- c. Manipulate the environment (E6) 4
- d. Create an environment (E8) 4
- e. Organize itineraries (G9) 9
- f. Apply organizational skills (C4, C8) 7
- g. Demonstrate multi-tasking skills (C13) 8

2. Set up equipment

Properties

Domain: Psychomotor Level:

Linked College-Wide Learning Outcomes

Be Adaptable

Work Safely

Work with Others

Linked Graduate Profile

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)

Apply the mechanics of exposure to control light and influence the final product. (D)

Apply principles of composition to produce professional images. (E)

Select and use photographic equipment and technologies appropriate to the task. (F)

Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Objectives

a. Manipulate aperture and shutter-speed to achieve desired effect (D1, D2, D3, D4, D5, D6, D8, D9) 3

b. Apply principle of lighting modification (F10) 5

c. Control colour temperature (J1, J2, J3, J4, J5, J6, J7) 2

d. Adjust ratios of light (A1) 2

e. Determine quality of light (A3) 2

f. Create quality of light (A4) 2

g. Apply colour theory (J1) 2

3. Practice people management skills

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Communicate

Think & Solve Problems

Demonstrate Positive Attitudes & Behaviours

Be Responsible

Be Adaptable

Learn Continuously

Work Safely

Work with Others

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles. (H)

Learning Objectives

- a. Demonstrate flexibility in dealing with clients, colleagues, and the public (C2, C6) 7
- b. Practice non-verbal communication skills (B8, B15) 6

4. Create an emotional response

Properties

Domain: Psychomotor Level:

Linked College-Wide Learning Outcomes

Communicate

Demonstrate Positive Attitudes & Behaviours

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response. (C, E)

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)

Apply the mechanics of exposure to control light and influence the final product. (D)

Apply principles of composition to produce professional images. (E)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Learning Objectives

- a. Apply design theory (E11) 4
- b. Analyze image messages (E5) 4
- c. Determine lighting requirements for desired image (A3, A4) 2
- d. Compose subject(s) (E4) 4
- e. Create messages using a visual medium (E5) 4

6.5.5 PHOT-2008 Professional Photography 2 Course Outcome Summary

Course Information

Organization	Red River College
Department	Continuing + Distance Education

Course Description

Students will learn how to evaluate project scope, and identify the needs of the client before beginning a professional photo shoot. Students will work be required to work individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. Emphasis will be on developing the eye for visualization of the end product.

Pre-Requisites: **Professional Photography: Intro; Camera for Photography; Photography: Lighting**

Exit Learning Outcomes

College-Wide Learning Outcomes

A. Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

B. Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

C. Use Numbers

1. decide what needs to be measured or calculated
2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

D. Think & Solve Problems

1. assess situations and identify problems
2. seek different points of view and evaluate them based on facts
3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
4. identify the root cause of a problem
5. be creative and innovative in exploring possible solutions
6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
7. evaluate solutions to make recommendations or decisions
8. implement solutions
9. check to see if a solution works, and act on opportunities for improvement

E. Demonstrate Positive Attitudes & Behaviours

1. feel good about yourself and be confident
2. deal with people, problems and situations with honesty, integrity and personal ethics
3. recognize your own and other people's good efforts
4. take care of your personal health
5. show interest, initiative and effort

F. Be Responsible

1. set goals and priorities balancing work and personal life
2. plan and manage time, money and other resources to achieve goals

3. assess, weigh and manage risk
4. be accountable for your actions and the actions of your group
5. be socially responsible and contribute to your community

G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

J. Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear
3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group

4. recognize and respect people's diversity, individual differences and perspectives
 5. accept and provide feedback in a constructive and considerate manner
 6. contribute to a team by sharing information and expertise
 7. lead or support when appropriate, motivating a group for high performance
 8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- K. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- A. Demonstrate artistry by creating images that evoke an emotional response. (C, E)
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)
- C. Apply the mechanics of exposure to control light and influence the final product. (D)
- D. Apply principles of composition to produce professional images. (E)
- E. Select and use photographic equipment and technologies appropriate to the task. (F)
- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)
- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment

- through a demonstrated commitment to lifelong learning and professional associations. (C)
- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)
 - I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time. (G)
 - J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles. (H)
 - K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Outcomes

1. Evaluate project scope

Properties

Domain: Cognitive Level: Evaluation

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Think & Solve Problems

Be Adaptable

Work with Others

Participate in Projects & Tasks

Linked Graduate Profile

Apply principles of composition to produce professional images. (E)

Select and use photographic equipment and technologies appropriate to the task. (F)

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)

Learning Objectives

- a. Create a visualization of the end product (G12) 9
- b. Estimate time (G5) 9
- c. Estimate costs (G6) 9

2. Identify client needs

Properties

Domain: Cognitive Level: Analysis

Linked College-Wide Learning Outcomes

Communicate

Think & Solve Problems

Demonstrate Positive Attitudes & Behaviours

Be Adaptable

Work with Others

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response. (C, E)

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Work effectively individually and as a member of team, demonstrating time

management, organizational, and interpersonal skills. (C)

Learning Objectives

- a. Ask questions to gather information (B1, B2) 6
- b. Defend artistic and technical decisions (C7) 8
- c.

3. Organize a shoot

Properties

Domain: Cognitive Level: Synthesis

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Think & Solve Problems

Be Adaptable

Work Safely

Work with Others

Participate in Projects & Tasks

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response. (C, E)

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)

Select and use photographic equipment and technologies appropriate to the task. (F)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Work effectively individually and as a member of team, demonstrating time

management, organizational, and interpersonal skills. (C)

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time. (G)

Learning Objectives

- a. Organize itineraries (G9) 9
- b. Manipulate the environment (E6) 4
- c. Build/design a set (E7) 4
- d. Select an environment (E8) 4
- e. Apply organization skills (C4, C8) 7

6.5.6 PHOT-1016 Digital Photo Editing 1 Course Outcome Summary

Course Information

Organization Red River College

Department Continuing + Distance Education

Course Description

Learn the basic program functions of industry standard photo editing software. Students will learn how retouch photos using Adobe Photoshop's painting and editing tools. Students will develop image work flow processes needed to prepare images for presentation, using many of the shortcuts and tips used by expert image editors.

Pre-Requisites: **None**

Exit Learning Outcomes

College-Wide Learning Outcomes

A. Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

B. Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

C. Use Numbers

1. decide what needs to be measured or calculated
2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

D. Think & Solve Problems

1. assess situations and identify problems
2. seek different points of view and evaluate them based on facts
3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
4. identify the root cause of a problem
5. be creative and innovative in exploring possible solutions
6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
7. evaluate solutions to make recommendations or decisions
8. implement solutions
9. check to see if a solution works, and act on opportunities for improvement

E. Demonstrate Positive Attitudes & Behaviours

1. feel good about yourself and be confident
2. deal with people, problems and situations with honesty, integrity and personal ethics
3. recognize your own and other people's good efforts
4. take care of your personal health
5. show interest, initiative and effort

F. Be Responsible

1. set goals and priorities balancing work and personal life
2. plan and manage time, money and other resources to achieve goals

3. assess, weigh and manage risk
4. be accountable for your actions and the actions of your group
5. be socially responsible and contribute to your community

G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

J. Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear
3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group

4. recognize and respect people's diversity, individual differences and perspectives
5. accept and provide feedback in a constructive and considerate manner
6. contribute to a team by sharing information and expertise
7. lead or support when appropriate, motivating a group for high performance
8. understand the role of conflict in a group to reach solutions
9. manage and resolve conflict when appropriate

K. Participate in Projects & Tasks

1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
2. develop a plan, seek feedback, test, revise and implement
3. work to agreed quality standards and specifications
4. select and use appropriate tools and technology for a task or project
5. adapt to changing requirements and information
6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- _____ Demonstrate artistry by creating images that evoke an emotional response. (C, E)
- _____ Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)
- _____ Apply the mechanics of exposure to control light and influence the final product. (D)
- _____ Apply principles of composition to produce professional images. (E)
- _____ Select and use photographic equipment and technologies appropriate to the task. (F)
- _____ Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)
- _____ Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work

environment through a demonstrated commitment to lifelong learning and professional associations. (C)

_____ Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)

_____ Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time. (G)

_____ Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles. (H)

_____ Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Outcomes

1. Use photo editing software (I3, I4) 11

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Use Numbers

Think & Solve Problems

Learn Continuously

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response. (C, E)

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)

Apply principles of composition to produce professional images. (E)

Work as a professional, maintaining high standards of practice, make ethical

judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Objectives

- a. Use photoshop
- b. Convert files (I1, I11) 11
- c. Interpret technical materials (B16) 6
- d. Apply basic re-touching techniques

2. Develop image work flow processes (H6) 10

Properties

Domain: Cognitive Level: Synthesis

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Use Numbers

Think & Solve Problems

Learn Continuously

Work with Others

Participate in Projects & Tasks

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response. (C, E)

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)

Work as a professional, maintaining high standards of practice, make ethical

judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles. (H)

Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Objectives

- a. Import images from cameras
- b. Rename image files
- c. Batch process images
- d. adjust images
- e. Archive images
- f. Prepare images for presentation
- g. Apply watermarks to images

6.5.7 PHOT-???? Digital Photo Editing 2 Course Outcome Summary

Course Description

Learn the comprehensive program functions of industry standard photo editing software. Students will learn advance retouching techniques photos using Adobe Photoshop's painting and editing tools. Students will prepare files for commercial printing using work flow processes and techniques used by expert image editors.

Pre-Requisites: **Photo Editing for Photographers: Intro**

Exit Learning Outcomes

College-Wide Learning Outcomes

A. Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

B. Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

C. Use Numbers

1. decide what needs to be measured or calculated
2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

D. Think & Solve Problems

1. assess situations and identify problems
 2. seek different points of view and evaluate them based on facts
 3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
 4. identify the root cause of a problem
 5. be creative and innovative in exploring possible solutions
 6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
 7. evaluate solutions to make recommendations or decisions
 8. implement solutions
 9. check to see if a solution works, and act on opportunities for improvement
- E. Demonstrate Positive Attitudes & Behaviours
1. feel good about yourself and be confident
 2. deal with people, problems and situations with honesty, integrity and personal ethics
 3. recognize your own and other people's good efforts
 4. take care of your personal health
 5. show interest, initiative and effort
- F. Be Responsible
1. set goals and priorities balancing work and personal life
 2. plan and manage time, money and other resources to achieve goals
 3. assess, weigh and manage risk
 4. be accountable for your actions and the actions of your group
 5. be socially responsible and contribute to your community
- G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

J. Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear
3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
4. recognize and respect people's diversity, individual differences and perspectives
5. accept and provide feedback in a constructive and considerate manner
6. contribute to a team by sharing information and expertise
7. lead or support when appropriate, motivating a group for high performance

8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- K. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- A. Demonstrate artistry by creating images that evoke an emotional response. (C, E)
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)
- C. Apply the mechanics of exposure to control light and influence the final product. (D)
- D. Apply principles of composition to produce professional images. (E)
- E. Select and use photographic equipment and technologies appropriate to the task. (F)
- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)
- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)
- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)
- I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time. (G)

- J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles. (H)
- K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Outcomes

1. Apply advanced retouching techniques

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Manage Information

Think & Solve Problems

Linked Graduate Profile

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)

Apply the mechanics of exposure to control light and influence the final product. (D)

Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Objectives

- a. Manipulate RAW photographs
- b. Control colour
- c. Control saturation
- d. Control curves
- e. Manipulate tones
- f. Manipulate shadows

- g. Manipulate motion effects
- h. Control photoshop effects
- i. Manipulate blur and focus
- j. Apply layer blending

2. Prepare files for commercial printing

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Communicate

Work with Others

Linked Graduate Profile

Select and use photographic equipment and technologies appropriate to the task. (F)

Learning Objectives

- a. Apply printing principles and practices

6.5.8 PHOT-???? Digital Portfolio Development Course Outcome Summary

Course Information

Organization Red River College

Department Continuing + Distance Education

Course Description

Learn to analyze and create messages using digital media integration as well as web and graphic layout software to prepare a professional digital portfolio.

Pre-Requisites: **Professional Business Documentation; Professional Photography: Intro; Photo Editing for photographers: advanced**

Exit Learning Outcomes

College-Wide Learning Outcomes

- A. FUNDAMENTAL SKILLS - The skills needed as a base for further development
- B. Communicate
 - 1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
 - 2. write and speak so others pay attention and understand
 - 3. listen and ask questions to understand and appreciate the points of view of others
 - 4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
 - 5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas
- C. Use Numbers
 - 1. decide what needs to be measured or calculated
 - 2. observe and record data using appropriate methods, tools and technology
 - 3. make estimates and verify calculations
- D. Think & Solve Problems

1. assess situations and identify problems
 2. seek different points of view and evaluate them based on facts
 3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
 4. identify the root cause of a problem
 5. be creative and innovative in exploring possible solutions
 6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
 7. evaluate solutions to make recommendations or decisions
 8. implement solutions
 9. check to see if a solution works, and act on opportunities for improvement
- E. Demonstrate Positive Attitudes & Behaviours
1. feel good about yourself and be confident
 2. deal with people, problems and situations with honesty, integrity and personal ethics
 3. recognize your own and other people's good efforts
 4. take care of your personal health
 5. show interest, initiative and effort
- F. Be Responsible
1. set goals and priorities balancing work and personal life
 2. plan and manage time, money and other resources to achieve goals
 3. assess, weigh and manage risk
 4. be accountable for your actions and the actions of your group
 5. be socially responsible and contribute to your community
- G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

J. Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear
3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
4. recognize and respect people's diversity, individual differences and perspectives
5. accept and provide feedback in a constructive and considerate manner
6. contribute to a team by sharing information and expertise
7. lead or support when appropriate, motivating a group for high performance

8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- K. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- A. Demonstrate artistry by creating images that evoke an emotional response. (C, E)
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images. (A, J)
- C. Apply the mechanics of exposure to control light and influence the final product. (D)
- D. Apply principles of composition to produce professional images. (E)
- E. Select and use photographic equipment and technologies appropriate to the task. (F)
- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)
- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)
- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)
- I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time. (G)

- J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles. (H)
- K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Outcomes

1. Create messages using a visual medium

Properties

Domain: Cognitive Level: Synthesis

Linked College-Wide Learning Outcomes

Communicate

Think & Solve Problems

Learn Continuously

Work with Others

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response. (C, E)

Apply principles of composition to produce professional images. (E)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)

Learning Objectives

- a. Create a visualization of the end product
- b. Defend artistic and technical decisions

- c. Create an emotional response
- d. Analyze image messages
- e. Apply design and design colour theory
- f. Apply printing principles and practices

2. Create and produce a portfolio

Properties

Domain: Cognitive Level: Synthesis

Linked College-Wide Learning Outcomes

Communicate

Think & Solve Problems

Demonstrate Positive Attitudes & Behaviours

Learn Continuously

Work with Others

Participate in Projects & Tasks

Linked Graduate Profile

Demonstrate artistry by creating images that evoke an emotional response. (C, E)

Apply principles of composition to produce professional images. (E)

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Learning Objectives

- a. Use media integration software

- b. Use web design software
- c. Use graphics layout software

3. Apply e-business best practices

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.

Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Objectives

- a. Use online image sales sites
- b. Maintain a website
- c. Use social networking tools
- d. Use search engine optimization

4. Apply image management best practices

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Manage Information

Think & Solve Problems

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. (C)

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles. (H)

Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Objectives

- a. Describe file formats
- b. Use file naming conventions
- c. Create file naming conventions

5. Calibrate equipment

Properties

Domain: Psychomotor Level:

Linked College-Wide Learning Outcomes

Use Numbers

Think & Solve Problems

Work Safely

Linked Graduate Profile

Select and use photographic equipment and technologies appropriate to the task. (F)

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations. (C)

Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Objectives

- a. Calibrate a screen to an output device
- b. Calibrate printers
- c. Calibrate scanner to the monitor
- d. Apply colour space theory
- e. Select in camera colour profiles

6. Use media storage devices

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Manage Information

Think & Solve Problems

Linked Graduate Profile

Select and use photographic equipment and technologies appropriate to the task. (F)

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting. (B)

Use and adapt to a variety of computer software / hardware for both photographic and business purposes. (I)

Learning Objectives

- a. Select technology that is appropriate to the task

- b. Transfer files
- c. Organize/archive files
- d. Use image management software

6.5.9 PHOT-???? Business Document Design Course Outcome Summary

Course Information

Organization Red River College

Department Continuing + Distance Education

Course Description

Promote yourself and your business through well-designed documentation and presentations. Students will learn how to use document software to create professional looking proposals, spreadsheet software to create eye-catching Invoices, and slideshow software to create stunning presentations.

Exit Learning Outcomes

College-Wide Learning Outcomes

~ Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

~ Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

~ Use Numbers

1. decide what needs to be measured or calculated

2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

~ Think & Solve Problems

1. assess situations and identify problems
2. seek different points of view and evaluate them based on facts
3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
4. identify the root cause of a problem
5. be creative and innovative in exploring possible solutions
6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
7. evaluate solutions to make recommendations or decisions
8. implement solutions
9. check to see if a solution works, and act on opportunities for improvement

~ Demonstrate Positive Attitudes & Behaviours

1. feel good about yourself and be confident
2. deal with people, problems and situations with honesty, integrity and personal ethics
3. recognize your own and other people's good efforts
4. take care of your personal health
5. show interest, initiative and effort

~ Be Responsible

1. set goals and priorities balancing work and personal life
2. plan and manage time, money and other resources to achieve goals
3. assess, weigh and manage risk

4. be accountable for your actions and the actions of your group
5. be socially responsible and contribute to your community

~ Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

~ Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

~ Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

~ Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear
3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
4. recognize and respect people's diversity, individual differences and perspectives

5. accept and provide feedback in a constructive and considerate manner
 6. contribute to a team by sharing information and expertise
 7. lead or support when appropriate, motivating a group for high performance
 8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- ~ Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- _____ Demonstrate artistry by creating images that evoke an emotional response.
- _____ Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.
- _____ Apply the mechanics of exposure to control light and influence the final product.
- _____ Apply principles of composition to produce professional images.
- _____ Select and use photographic equipment and technologies appropriate to the task.
- _____ Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.
- _____ Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

- _____ Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.
- _____ Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.
- _____ Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.
- _____ Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Outcomes

1. Use office productivity software

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Manage Information

Use Numbers

Think & Solve Problems

Be Adaptable

Learn Continuously

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Objectives

- a. Use word processing software
- b. Use spreadsheet software
- c. Use presentation software
- d. Use calendar and contacts software
- e. Use Internet
- f. Develop work flow processes

2. Promote ideas and proposals through presentations made to groups and/or individuals

Properties

Domain: Affective Level: Valuing

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Use Numbers

Think & Solve Problems

Demonstrate Positive Attitudes & Behaviours

Be Adaptable

Work with Others

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Work effectively individually and as a member of team, demonstrating time

management, organizational, and interpersonal skills.

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Demonstrate artistry by creating images that evoke an emotional response.

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.

Learning Objectives

- a. Project an image that is appropriate for professionals in the field
- b. Demonstrate competence and confidence while communicating verbally in a variety of situations
- c. Use language appropriate to the audience
- d. Practice non-verbal communication skills

3. Develop presentations for a variety of purposes integrating a portfolio when appropriate

Properties

Domain: Cognitive Level: Synthesis

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Use Numbers

Think & Solve Problems

Demonstrate Positive Attitudes & Behaviours

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing

work environment through a demonstrated commitment to lifelong learning and professional associations.

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.

Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Objectives

- a. Create an emotional response
- b. Create messages using a visual medium
- c. Use projection equipment
- d. Create and produce a portfolio

6.5.10 PROJ-1030 Project Management Fundamentals Course Outcome Summary

Course Information

Organization	Red River College
Department	Continuing + Distance Education

Course Description

Study the fundamental aspects and principles of project management including life cycle, integration, planning, organization and communication. Learn about project plans, work breakdown structures, diagramming, cost management and resource allocation. Examine issues affecting project management including, people management, risk management, quality, conflict, and team building.

Pre-Requisites: **None**

Recommended: **Professional Business Documentation; Marketing for photographers; Entrepreneurship**

Exit Learning Outcomes

College-Wide Learning Outcomes

A. Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

B. Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

C. Use Numbers

1. decide what needs to be measured or calculated
2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

D. Think & Solve Problems

1. assess situations and identify problems
2. seek different points of view and evaluate them based on facts
3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
4. identify the root cause of a problem
5. be creative and innovative in exploring possible solutions
6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
7. evaluate solutions to make recommendations or decisions
8. implement solutions
9. check to see if a solution works, and act on opportunities for improvement

E. Demonstrate Positive Attitudes & Behaviours

1. feel good about yourself and be confident
2. deal with people, problems and situations with honesty, integrity and personal ethics
3. recognize your own and other people's good efforts
4. take care of your personal health
5. show interest, initiative and effort

F. Be Responsible

1. set goals and priorities balancing work and personal life

2. plan and manage time, money and other resources to achieve goals
3. assess, weigh and manage risk
4. be accountable for your actions and the actions of your group
5. be socially responsible and contribute to your community

G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

J. Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear

3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
 4. recognize and respect people's diversity, individual differences and perspectives
 5. accept and provide feedback in a constructive and considerate manner
 6. contribute to a team by sharing information and expertise
 7. lead or support when appropriate, motivating a group for high performance
 8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- K. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- A. Demonstrate artistry by creating images that evoke an emotional response.
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.
- C. Apply the mechanics of exposure to control light and influence the final product.
- D. Apply principles of composition to produce professional images.
- E. Select and use photographic equipment and technologies appropriate to the task.
- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing

relevant knowledge, skills, and judgments in a business setting.

- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.
- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.
- I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.
- J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.
- K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Outcomes

1. Develop a project plan

Properties

Domain: Cognitive Level: Synthesis

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Use Numbers

Think & Solve Problems

Be Adaptable

Work with Others

Participate in Projects & Tasks

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing

relevant knowledge, skills, and judgments in a business setting.

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.

Learning Objectives

- a. Identify client needs
- b. Evaluate project scope
- c. Assess risk
- d. Estimate time
- e. Ask questions to gather information
- f. Create a visualization of the end product
- g. Adhere to legal requirements related to the field
- h. Develop general work flow processes

2. Practice quality control/quality assurance

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Think & Solve Problems

Be Responsible

Be Adaptable

Work Safely

Work with Others

Participate in Projects & Tasks

Linked Graduate Profile

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Learning Objectives

- a. Demonstrate time management skills
- b. Organize resources
- c. Manage risk
- d. Adapt to changes in the industry and in client needs
- e. Demonstrate problem solving skills
- f. Follow directions
- g. Demonstrate multi-tasking skills

3. Practice people management skills

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Think & Solve Problems

Demonstrate Positive Attitudes & Behaviours

Be Adaptable

Learn Continuously

Work with Others

Participate in Projects & Tasks

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.

Learning Objectives

- a. Demonstrate competence and confidence while communicating verbally in a variety of situations
- b. Use language appropriate to the audience
- c. Defend artistic and technical decisions
- d. Identify personal strengths and weaknesses

6.5.11 PHOT-???? Marketing Course Outcome Summary

Course Information

Organization	Red River College
Department	Continuing + Distance Education

Course Description

Marketing for Photographers is an introductory study of the principles and applications of marketing strategies for the aspiring photographer. The vital role of marketing services and expertise in a volatile business environment is presented from the perspective of value and satisfaction. Students explore the relationships between market research, market segmentation, positioning and strategy development within the marketing environment to form a foundation for analysis. Focus on planning "whole" strategies; through selection of target markets and development of appropriate marketing mixes.

Pre-Requisites: **None**

Exit Learning Outcomes

College-Wide Learning Outcomes

A. Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

B. Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

C. Use Numbers

1. decide what needs to be measured or calculated
2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

D. Think & Solve Problems

1. assess situations and identify problems
2. seek different points of view and evaluate them based on facts
3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
4. identify the root cause of a problem
5. be creative and innovative in exploring possible solutions
6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
7. evaluate solutions to make recommendations or decisions
8. implement solutions
9. check to see if a solution works, and act on opportunities for improvement

E. Demonstrate Positive Attitudes & Behaviours

1. feel good about yourself and be confident
2. deal with people, problems and situations with honesty, integrity and personal ethics
3. recognize your own and other people's good efforts
4. take care of your personal health
5. show interest, initiative and effort

F. Be Responsible

1. set goals and priorities balancing work and personal life

2. plan and manage time, money and other resources to achieve goals
3. assess, weigh and manage risk
4. be accountable for your actions and the actions of your group
5. be socially responsible and contribute to your community

G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work Safely

1. be aware of personal and group health and safety practices and procedures, and act in accordance with these

J. Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear

3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
 4. recognize and respect people's diversity, individual differences and perspectives
 5. accept and provide feedback in a constructive and considerate manner
 6. contribute to a team by sharing information and expertise
 7. lead or support when appropriate, motivating a group for high performance
 8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- K. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

- A. Demonstrate artistry by creating images that evoke an emotional response.
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.
- C. Apply the mechanics of exposure to control light and influence the final product.
- D. Apply principles of composition to produce professional images.
- E. Select and use photographic equipment and technologies appropriate to the task.
- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing

relevant knowledge, skills, and judgments in a business setting.

- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.
- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.
- I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.
- J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.
- K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Outcomes

1. Apply marketing practices to sell services and expertise

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Think & Solve Problems

Demonstrate Positive Attitudes & Behaviours

Be Responsible

Be Adaptable

Learn Continuously

Work with Others

Linked Graduate Profile

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.

Learning Objectives

- a. Create a marketable brand
- b. Develop proposals
- c. Analyze market trends
- d. Assess risk
- e. Create and produce a portfolio
- f. Develop professional networks and relationships

2. Promote ideas and proposals through presentations made to groups and/or individuals

Properties

Domain: Affective Level: Valuing

Linked College-Wide Learning Outcomes

Communicate

Use Numbers

Think & Solve Problems

Demonstrate Positive Attitudes & Behaviours

Be Adaptable

Work with Others

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.

Learning Objectives

- a. Develop presentations for a variety of purposes integrating a portfolio when appropriate
- b. Organize resources
- c. Demonstrate initiative and leadership
- d. Apply organizational skills
- e. Apply accounting principles
- f. Project an image that is appropriate for professionals in the field

6.5.12 PHOT-1199 Portfolio Project Course Outcome Summary

Course Information

Organization Red River College

Department Continuing + Distance Education

Course Description

Students demonstrate artistry by creating a portfolio of photographs designed to invoke an emotional response. Students will utilize all of their, project management, marketing, photography and presentation skills to produce a professional level portfolio.

Pre-Requisites: **Entrepreneurship; Professional Business Documentation; Professional Photography: Advanced; Photo editing for photographers: Advanced**

6.5.13 PHOT-???? Photography Entrepreneurship Course Outcome Summary

Course Information

Organization Red River College

Department Continuing + Distance Education

Course Description

Designed to give photographers the tools they need to effective communication with customers, colleagues, suppliers, distributors, and the public, this course covers the basics of running a small photography business. Topics include: planning and developing a business plan; result-oriented marketing; understanding financing and financial statements; financial analysis and planning; human resource management planning; government regulations; taxation and personal self-assessment.

Pre-Requisites: **Marketing for Photographers**

Exit Learning Outcomes

College-Wide Learning Outcomes

A. Communicate

1. read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
2. write and speak so others pay attention and understand
3. listen and ask questions to understand and appreciate the points of view of others
4. share information using a range of information and communications technologies (e.g., voice, e-mail, computers)
5. use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

B. Manage Information

1. locate, gather and organize information using appropriate technology and information systems
2. access, analyze and apply knowledge and skills from various disciplines (e.g., the arts, languages, science, technology, mathematics, social sciences, and the humanities)

C. Use Numbers

1. decide what needs to be measured or calculated
2. observe and record data using appropriate methods, tools and technology
3. make estimates and verify calculations

D. Think & Solve Problems

1. assess situations and identify problems
2. seek different points of view and evaluate them based on facts
3. recognize the human, interpersonal, technical, scientific and mathematical dimensions of a problem
4. identify the root cause of a problem
5. be creative and innovative in exploring possible solutions
6. readily use science, technology and mathematics as ways to think, gain and share knowledge, solve problems and make decisions
7. evaluate solutions to make recommendations or decisions
8. implement solutions
9. check to see if a solution works, and act on opportunities for improvement

E. Demonstrate Positive Attitudes & Behaviours

1. feel good about yourself and be confident
2. deal with people, problems and situations with honesty, integrity and personal ethics
3. recognize your own and other people's good efforts
4. take care of your personal health
5. show interest, initiative and effort

F. Be Responsible

1. set goals and priorities balancing work and personal life
2. plan and manage time, money and other resources to achieve goals

3. assess, weigh and manage risk
4. be accountable for your actions and the actions of your group
5. be socially responsible and contribute to your community

G. Be Adaptable

1. work independently or as a part of a team
2. carry out multiple tasks or projects
3. be innovative and resourceful: identify and suggest alternative ways to achieve goals and get the job done
4. be open and respond constructively to change
5. learn from your mistakes and accept feedback
6. cope with uncertainty

H. Learn Continuously

1. be willing to continuously learn and grow
2. assess personal strengths and areas for development
3. set your own learning goals
4. identify and access learning sources and opportunities
5. plan for and achieve your learning goals

I. Work with Others

1. understand and work within the dynamics of a group
2. ensure that a team's purpose and objectives are clear
3. be flexible: respect, be open to and supportive of the thoughts, opinions and contributions of others in a group
4. recognize and respect people's diversity, individual differences and perspectives
5. accept and provide feedback in a constructive and considerate manner

6. contribute to a team by sharing information and expertise
 7. lead or support when appropriate, motivating a group for high performance
 8. understand the role of conflict in a group to reach solutions
 9. manage and resolve conflict when appropriate
- J. Participate in Projects & Tasks
1. plan, design or carry out a project or task from start to finish with well-defined objectives and outcomes
 2. develop a plan, seek feedback, test, revise and implement
 3. work to agreed quality standards and specifications
 4. select and use appropriate tools and technology for a task or project
 5. adapt to changing requirements and information
 6. continuously monitor the success of a project or task and identify ways to improve

Graduate Profile

Upon successful completion of the program, the graduate should be able to:

- A. Demonstrate artistry by creating images that evoke an emotional response.
- B. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light/colour to create quality images.
- C. Apply the mechanics of exposure to control light and influence the final product.
- D. Apply principles of composition to produce professional images.
- E. Select and use photographic equipment and technologies appropriate to the task.
- F. Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.
- G. Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

- H. Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.
- I. Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.
- J. Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.
- K. Use and adapt to a variety of computer software / hardware for both photographic and business purposes.

Learning Outcomes

1. **Demonstrate effective communication with customers, colleagues, suppliers, distributors, and the public**

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Communicate

Demonstrate Positive Attitudes & Behaviours

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.

Learning Objectives

- a. Ask questions to gather information
- b. Demonstrate active listening skills
- c. Practice non-verbal communication skills
- d. Demonstrate interpersonal skills

- e. Use language appropriate to the audience
- f. Demonstrate competence and confidence while communicating verbally in a variety of situations

2. Plan

Properties

Domain: Cognitive Level: Synthesis

Linked College-Wide Learning Outcomes

Communicate

Manage Information

Use Numbers

Think & Solve Problems

Linked Graduate Profile

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.

Learning Objectives

- a. Develop a business plan
- b. Develop proposals
- c. Write job quotes/proposals, correspondence, contracts, and web entries
- d. Demonstrate problem solving skills
- e. Assess risk

3. Apply principles of management and organization

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Manage Information

Use Numbers

Be Adaptable

Work with Others

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.

Develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

Apply business processes through the application of accounting, marketing, sales, data management, and HR practices / principles.

Learning Objectives

- a. Estimate costs
- b. Apply accounting principles
- c. Adhere to legal requirements related to the field
- d. Apply organizational skills
- e. Organize itineraries
- f. Demonstrate time management skills
- g. Practice people management skills
- h. Demonstrate multi-tasking skills

i. Follow directions

4. Demonstrate professionalism as a business operator within the field of photography

Properties

Domain: Cognitive Level: Application

Linked College-Wide Learning Outcomes

Demonstrate Positive Attitudes & Behaviours

Be Responsible

Be Adaptable

Learn Continuously

Work with Others

Participate in Projects & Tasks

Linked Graduate Profile

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgments in a business setting.

Work as a professional, maintaining high standards of practice, make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through a demonstrated commitment to lifelong learning and professional associations.

Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.

Learning Objectives

- a. Demonstrate initiative and leadership
- b. Project an image that is appropriate for professionals in the field
- c. Practice making ethical judgments and decisions
- d. Demonstrate flexibility in dealing with clients, colleagues, and the public

- e. Adapt to changes in the industry and in client needs
- f. Identify personal strengths and weaknesses
- g. Demonstrate independent work habits
- h. Demonstrate a commitment to learning
- i. Develop professional networks and relationships