USC

COURSE OUTLINE

DES204 Photographic Narratives

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

2021 | Semester 1

USC Sunshine Coast	ON CAMPUS	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE 1	You can do this course without coming onto campus.

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

1. What is this course about?

1.1. Description

This course is designed to advance your proficiency in photography and will concentrate on theoretical and practical approaches to mastering camera use and understanding subject. The emphasis will be on developing a photographic narrative to your work and comprehensively extending your visual literacy skills.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Laboratory – On campus laboratory for 12 weeks (or equivalent).	2hrs	Week 1	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

Visual literacy; reading images; documentary genres; ethics; portraiture; photo essay; narrative photography; studio lighting.

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...	GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1 Understand the ethical and professional implications of photography and its relationship to image making.	Knowledgeable Ethical
2 Understand the role of images within the broader framework of contemporary society and apply this to your photographic practice.	Knowledgeable Ethical
3 Understand how to develop the capacity to see and capture good image making opportunities.	Creative and critical thinker Empowered
4 Apply critical photographic principals to comprehend varying functions of capture and output including understanding diverse technical situation and post-production processes and software.	Knowledgeable
5 Be able to communicate to others, organise, offer direction, and create the desired aesthetic outcome for photography.	Empowered Engaged
6 Evaluate, explain and communicate clearly the processes, problems and successes of your photography.	Knowledgeable Empowered

5. Am I eligible to enrol in this course?

Refer to the USC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

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

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

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

6.2. Details of early feedback on progress

Formative reviews will be ongoing each week as part of the weekly sharing and critique sessions. This will start in week three.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Creative, and Written Piece	Individual	30%	Provide 6 hi-res digital images and 6-10 page written process journal	Week 5	Online Assignment Submission
All	2	Artefact - Creative, and Written Piece	Individual	35%	10 hi-res digital images and written process journal	Week 9	Online Assignment Submission
All	3	Artefact - Creative, and Written Piece	Individual	35%	10 hi-res digital images and written process journal	Week 13	Online Assignment Submission

All - Assessment Task 1: Photography in Action The decisive moment

GOAL:	To capture a variety of precise moments in time, space and environment
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	You will critically select six of your photographs that reflect the idea of a 'decisive moment'. You will present a process journal (approximately 6-10 pages, final length to be determined in consultation with your tutor) with a last page that explains the overall rationale. Your process journal is an explanation of your exploration, the creative process, the technical challenges, any social ethical context and how you achieved your final outcomes. Examples for writing your rationale are located in your Assignment folder on Blackboard. On the due date, submit online a folder containing your 6 high-resolution files, and your journal in a word and/or PDF format via Blackboard. The written component should be in an academic format.

CRITERIA:	No.		Learning Outcome assessed
	1	Understand the ethical and professional implications of photography and its relationship to image making.	
	2	Understand how to develop the capacity to see and capture good image making opportunities.	
	3	Apply critical photographic principals to comprehend varying functions of capture and output including understanding diverse technical situation and post-production processes and software.	
	4	Evaluate, explain and communicate clearly the processes, problems and successes of your photography.	
	5	Assessment criteria are mapped to the course learning outcomes.	① ② ③ ④ ⑤ ⑥

All - Assessment Task 2: Photo narratives- telling the story

GOAL:	To document an industry, social, cultural event to communicate a story.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	1. Create a narrative of an authentic industry/social/cultural experience, or document a community organisation, a plight or affirmative action within a local community, design/advertising studio/food etc or an occurrence of your choosing: you must choose one event/organisation only but do connect with your lecturer to discuss your choice.
	• Choose 10 high-resolution images from your shoot that best depicts the strongest narrative to communicate your story.
	• Create a PDF which shows the order and layout of the images to tell the story
	*You should make use of flash, reflectors and diffusers where appropriate to manipulate or modify existing light conditions.
	2. Complete a process journal (approximately 6-10 pages, final length to be determined in consultation with your tutor) with a last page overall rationale. Your process journal is an explanation of your exploration, the creative process, the technical challenges, any social ethical cultural or historical contexts and how you achieved your final outcomes. Examples for writing your rationale are located in your Assignment folder on Blackboard.
	On the due date, submit the 10 high resolution images, the PDF mock up with narrative ordering along with the journal. The images and your journal will be submitted via Blackboard.
	The written component should be in an academic format.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Understand the ethical and professional implications of photography and its relationship to image making.	
	2	Understand how to develop the capacity to see and capture good image making opportunities.	
	3	Apply critical photographic principals to comprehend varying functions of capture and output including understanding diverse technical situation and post-production processes and software.	
	4	Evaluate, explain and communicate clearly the processes, problems and successes of your photography.	
	5	Understand the role of images within the broader framework of contemporary society and apply this to your photographic practice.	
	6	Be able to communicate to others, organise, offer direction, and create the desired aesthetic outcome for photography.	

All - Assessment Task 3: Creative Portraiture A comparison of studio and natural light

GOAL:	Compare the difference between taking a portrait with natural light to highlight a model's inherent character/personality to creating a constructed character/personality using props and studio settings.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	This assessment includes a studio portrait, a natural portrait and a process journal that articulates the decisions made. • Studio portrait: You will organise a model to sit for a creative studio portrait. You are required to create a character, for example, you could dress the subject in period costume, or create a flamboyant or colourful style for your subject, such as using make-up to enhance or change their features. The objective for this studio portrait is to be creative and to completely change the character of your subject by use of costume or artistic means. • Natural portrait: You will use the same model as from the studio portrait and photograph a portrait that shows the natural character of your model. You must use a natural light source. You can create an expressive view of your model. For example, using a single light source from a window can craft a soft and expressive picture. The objective for this portrait shoot using natural light is that you must capture the personality/character of your subject. You should make use of reflectors and diffusers to manipulate or modify existing light conditions. • Complete a PDF process journal (approximately 6-10 pages, final length to be determined in consultation with your tutor) with a last page overall rationale. Your process journal is an explanation of your exploration, the creative process, the technical challenges. You will describe the differences between shooting in a studio setting, and how you went about designing a creative character for your model, making reference to relevant research sources. Include the differences between using an artificial light source and taking a portrait in natural lighting conditions to reveal the subject's inherent character. It is important to include technical information, such as the studio light and natural light settings, what type of camera, the lens you used for each shoot and camera settings, such as ISO, f-stop and the speed of the lens opening. Your rationale is an explanation of your exploration, the creative process, the technical challenges and how you achieved your final outcomes. Process examples and rationale on Blackboard. On the due date, submit your best 3 high-resolution images from the natural shoot and 3 best images from the studio shoot. The images and your journal will be submitted via Blackboard.

CRITERIA:	No.		Learning Outcome assessed
	1	Understand the ethical and professional implications of photography and its relationship to image making.	
	2	Apply critical photographic principals to comprehend varying functions of capture and output including understanding diverse technical situation and post-production processes and software.	
	3	Evaluate, explain and communicate clearly the processes, problems and successes of your photography.	
	4	Understand the role of images within the broader framework of contemporary society and apply this to your photographic practice.	
	5	Be able to communicate to others, organise, offer direction, and create the desired aesthetic outcome for photography.	

7. Directed study hours

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

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

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

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

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

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

9. How are risks managed in this course?

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

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

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

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

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

10.2. Assessment: Additional Requirements

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

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

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

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

10.5. Wellbeing Services

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

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

10.6. AccessAbility Services

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

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

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

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

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

10.8. General Enquiries

In person:

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

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au