

COURSE COM2050: PHOTOGRAPHIC COMMUNICATION

Level:	Intermediate
Theme:	Photography
Prerequisite:	COM1030 Photography 1
Description:	Students use photographic prints, slides or digital images to communicate a message or tell a story.

Parameters: Access to a still camera (film or digital) and film or digital processing and printing equipment, audio equipment, slide/tape, computer.

Curriculum and Assessment Standards

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> identify and describe storytelling/ storyboarding techniques produce photographic prints, slides or digital images to communicate a message or tell a story develop the narration, music, sound effects or captions to accompany the images 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a portfolio consisting of: <ul style="list-style-type: none"> an outline or description of the topic to be covered a storyboard containing illustrations or descriptions of the images to be photographed the images in their final presentation format; e.g., slide/tape, mounted prints, photo CD the appropriate accompaniment to the images; e.g., narration, caption. <p><i>Assessment Tool</i> <i>Portfolio Assessment, COM2050-1</i></p> <p><i>Standard</i> <i>Performance rating of 1 for each criteria</i></p>	90
	<ul style="list-style-type: none"> the student's evaluation of his or her assignments; e.g., presentation, reflection log. <p><i>Assessment Tool</i> <i>Presentations/Reports, COM2050-2</i></p> <p><i>Standard</i> <i>Performance rating of 2 for each criteria</i></p>	10
	<ul style="list-style-type: none"> demonstrate basic competencies. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	Integrated throughout

COURSE COM2050: PHOTOGRAPHIC COMMUNICATION (continued)

Concept	Specific Outcomes	Notes
Processes and Procedures	<p><i>The student should:</i></p> <ul style="list-style-type: none"> ● prepare an outline/script for a message or story ● select appropriate subjects/topics and shoot required photographs ● select images for display/presentation ● create graphics, captions, etc., to accompany images ● select music, narration, captions, etc., to accompany the display/presentation ● demonstrate responsibility and ethical behaviour by working within school and community standards. 	
Applied Technologies	<ul style="list-style-type: none"> ● select and use equipment and facilities to complete assignment ● use equipment and facilities in a safe and responsible manner. 	
Presentation	<ul style="list-style-type: none"> ● present the completed production for feedback ● make revisions as necessary ● create and present a portfolio consisting of samples of the student's work. 	