Photography 1

Module title	Photography 1
Module NFQ level (only if an NFQ level can be demonstrated)	n/a
Module number/reference	2
Parent programme(s) the plural arises if there are embedded programmes to be validated.	Bachelor of Arts (Honours) in Communications and Media Production
Stage of parent programme	1
Semester	1
Module credit units (FET/HET/ECTS)	ECTS
Module credit number of units	5
List the teaching and learning modes	Lectures and tutorials
Entry requirements (statement of knowledge, skill and competence)	The learner is required to be a level 5 or 6 graduate and to have knowledge, skill and competence at Level 5 or 6 on the NFQ or higher, or an international equivalent. These include, study skills, research ability and learning to learn.
Pre-requisite module titles	None
Co-requisite module titles	None
Is this a capstone module? (Yes or No)	No
Specification of the qualifications (academic, pedagogical and professional/occupational) and experience required of staff (staff includes workplace personnel who are responsible for learners such as apprentices, trainees and learners in clinical placements)	Level 8 qualification with sufficient professional experience, or relevant Level 9 qualification. Staff are expected to have or be in the process of attaining a Certificate in Training and Education qualification from Griffith College or its equivalent.
Maximum number of learners per centre (or instance of the module)	80
Duration of the module	15 Weeks
Average (over the duration of the module) of the contact hours per week	4
Module-specific physical resources and support required per centre (or instance of the module)	Classroom with requisite digital screening equipment

Analysis of required learning effort									
Effort while in contact with staff									
Classroom and demonstrations		**Mentoring and small-group tutoring**		**Other (specify)**		**Directed e-learning (hours)**	**Independent learning (hours)**	**Other hours (specify)**	**Work-based learning hours of learning effort**	**Total effort (hours)**
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
24	1:20	24	1:10				77			125
Allocation of marks (within the module)									
		Continuous assessment		Supervised project	Proctored practical examination	Proctored written examination	Total			
Percentage contribution		100				100	**100%**			

2.1   Module aims and objectives

The module aims to enable learners to explore basic photographic principles and camera settings, with an emphasis on images within communications media.

Learners who successfully complete this module gain an understanding of Photoshop and its basic tools for resolution, formatting, image capture and image manipulation.

Practical assignments provide learners with the experience necessary to use to their advantage the technical and digital resources available to them. Learners begin using smart phones to generate images, moving then to digital cameras. Learners will be able to replicate the skills acquired in camera control, image capture and manipulation on their mobile devices.

2.2　Minimum intended module learning outcomes

On successful completion of this module, the learner will be able to:

    (i)   Skilfully use the camera as a tool to visually communicate;

    (ii) Utilise the principles of photography and the power of imagery within journalism;

    (iii) Apply a working knowledge of digital imagery and camera types available;

    (iv) Discuss the use of photojournalism within the news gathering and disseminating media;

    (v) Analyse and contextualise still images.

Information provided to learners about the module

As part of their induction to the programme, learners receive faculty handbooks. The faculty handbook provides general information about the faculty, its staffing, resources and operation. Detailed programme information is supplied through Moodle, including copies of the approved module descriptors from the accredited programme along with a programme timetable detailing the related teaching, learning and assessment.

During the first session on the module, learners are given a detailed outline of the module showing the schedule of delivery and the dates when assignments are set and due for submission. Learners are given assignment briefs detailing the specific learning activity, the module learning outcomes to be achieved, the assessment criteria and due date for each piece of assessed work to be completed.

Moodle is used to provide learners with ongoing access to module related information, from the handbooks and module outlines provided in advance of module commencement, to the lecturer material and links to related resources provided on a scheduled basis in line with module delivery.

Module content, organisation and structure
Introduction: This module is delivered with a one hour lecture dealing with conceptual issues with regard to the publication of still images and a two-hour practical workshop in which learners master use of the camera and, in a computer lab, manipulation of images using photographic software.

Camera controls: introduction to the camera and what it can do.

Camera controls: continued (walking workshop taking photographs); uploading files onto computer.

Camera Controls: and visual examples.

Writing an evaluation: assignment submission criteria.

Learner review of photographs taken for Camera Controls assignment: class review of assignment work prior to submitting for assessment.

Introduction to Photoshop CS tutorials: Opening an image, resizing an image, selection tools, making adjustments, cutting, copying, pasting.

Presentation: Reading Images, their use in publications, newspapers, magazines, online.

Photoshop CS tutorials: Review of Camera Controls in class.

Presentation: Images as manipulated in the media.

Photoshop practicals: assessment run through.

Critique: Learners' assignment 3 proposals – discussion/workshop; image capture and manipulation.

Image Capture Themes: project discussion/ideas.

Photojournalism: documentary and street. The use of the camera to capture action. Assessing visual and other significance of still images. The marriage of image and text.

Critique: Learners finalise assignment no. 3 with class supervision.

Module teaching and learning (including formative assessment) strategy
Learners are provided with a programme of lectures and lab based workshops, in which learners apply reflective and practical knowledge through the use of camera equipment and photo editing software.

Learners are supported with resources to offer structure and guidance. This includes lecture notes, reading materials as well as a detailed module curriculum which includes the learning outcomes, a class schedule, the necessary reading material and the assignment strategy. Learners also have access to Moodle, the College's Virtual Learning Environment (VLE).

Work-based learning and practice-placement
There is no work-placement with this module.

E-learning
Moodle (the College's virtual learning environment) contains PDFs of core-essential readings for each topic, as well as the detailed Module Descriptor (including comprehensive readings lists by topic breakdown), and the detailed Assignment Brief (which also includes grading criteria).

Module physical resource requirements
The module is delivered in a classroom and a computer lab with access to required photographic software.

Reading lists and other information resources

Primary reading:
Adams, A. & Baker, R.C. (2011) The Camera. London: Little Brown and Company.

Ang, T. (2018) Digital Photography: an Introduction. London: Dorling Kindersley.

Kelby, S. (2014) The Digital Photography Book Part 1. Berkeley, Calif.: Peachpit Press.

Langford, M. (2004) Basic photography. Oxford: Focal press.

Steel, A. (2009) Photojournalism: the world's top photographers and the stories behind their greatest images. Mies, Switzerland: Rotovision.

Panzer, M., Caujolle, C. & Foam, N. (2007) Things as they are: photojournalism in context since 1955. New York: Aperture Foundation.

Secondary Reading
Shufflebotham, R. (2013) Photoshop CS6 in easy steps: for Windows and Mac. Southam: In easy steps.

World Press Photo, World Press Photo (1955-2017). London: Thames & Hudson.

Relevant notes and other updates presented on Moodle throughout the semester.

Specifications for module staffing requirements
Level 8 qualification with sufficient professional experience, or relevant Level 9 qualification. Staff are expected to have or be in the process of attaining a Certificate in Training and Education qualification from Griffith College or its equivalent.

Module summative assessment strategy

The module is assessed through continuous assessment using three assignments as outlined below.

Breakdown of marks out of 100% for each assignment

25% Research, 25% Critical analysis, 20% Referencing and Bibliography, 15% Writing skills 15% Presentation.

Sample assessment materials

Assignment no. 1 = 35%

The learner demonstrates how to use a DSLR camera, taking a number of images, based on agreed criteria. This assignment promotes skill building and requires learners to 'practice' using a camera on manual settings.

Assignment criteria
- Clearly selected and ordered images = 55
- In-Class participation (prior to assignment hand-in) =10
- Written evaluation, typed and spell checked, learners opinion and explanation of successes and failures = 35

Total = 100

Assignment no. 2 = 25%

Learners must demonstrate competencies using basic tools in Photoshop and explore Adobe file management systems such as Bridge. Learners are required to experiment with images in order to complete an edit of images from beginning to end based on a journalistic brief.

Assignment requirements
- Demonstrate knowledge of basic Photoshop tools and operating software = 30
- Demonstrate creative use of Photoshop tools = 20
- Imaginative use of images/relevant text added = 20
- Witten evaluation, typed and spell checked, learners opinion and explanation of steps taken during assessment = 30

Total = 100

Assignment no. 3 = 40%

Learners create and capture images based on agreed themes. Images are then to be manipulated using Adobe Photoshop, adding text (captions) where relevant and utilising some of the Photoshop tools learned in assignment 2.

Assignment requirements

- Production of images based on a theme = 20
- Innovation and skills at capture stage using manual camera controls = 25
- Innovation and skills at post - production stage = 25
- Written evaluation of project work (including camera controls and steps taken during editing process) /Presentation = 30

Total = 100

The table below shows the alignment of each of the individual sample components of assessment with the module learning outcomes.

Component	Learning Outcome				
	i	ii	iii	iv	v
Assignment 1	✔		✔	✔	
Assignment 2	✔	✔	✔		✔
Assignment 3	✔	✔	✔		✔