

Subject Outline - 2017

College of Arts, Society and Education

(Arts & Creative Media, Social Sciences, Social Work, Education)

Subject Name:	Digital Photography
Subject Code:	NM1200
Study Period:	SP1 2017
Study Mode:	Internal
Campus:	Cairns & Townsville
Subject Coordinator:	Dr. Janet Marles

Pre-requisites:

There are no pre-requisites for this subject.

This subject outline has been prepared by Dr. Janet Marles for the College of Arts, Society & Education, James Cook University. Updated January 2017. FINAL VERSION as at 18/02/2017

Q1. <i>This subject is offered across more than one campus and/or mode and/or teaching period within the one calendar year.</i>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Q2. <i>If yes [Q1], the design of all offerings of this subject ensure the <u>same</u> learning outcomes and assessment types and weightings.</i>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Q3. <i>If no [Q2], _____ has authorised <u>any variations</u>, in terms of <u>equivalence</u>.</i>		

Subject Outline Peer Reviewer

Name	Ann Vardanega
Position	Creative Arts and Media
Date Reviewed	19.02.2017

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Contents

Section 1. Subject at a glance	3
1.1 Student participation requirements	3
1.2 Key dates	4
Section 2. Subject details	4
2.1 Subject description	4
2.2 Subject learning outcomes	4
2.3 Learning and teaching in this subject	5
2.4 Student feedback on subject	5
2.5 Subject resources and special requirements	5
Section 3. Assessment details	6
3.1 Requirements for completion of subject	6
3.2 Feedback on student learning	6
3.3 Assessment Tasks	7
Section 4. Other information about assessment and student support.....	14
4.1 Submission and return of assessment.....	14
4.2 Plagiarism and referencing	Error! Bookmark not defined.
4.3 Important advice relating to examinations	Error! Bookmark not defined.
4.4 Student Support.....	Error! Bookmark not defined.
INTELLECTUAL PROPERTY LICENCE DEED.....	17
Section 5. Subject calendar.....	18

Staff Contact Details

Teaching team	Staff member	Room	Phone	Email	Consultation times*
Subject Coordinator	Dr. Janet Marles	Townsville	4781 3129	janet.marles@jcu.edu.au	Thursday 9am – 1pm
Tutor	Ms Ann Vardanega	Cairns A4.005	4232 1692	ann.vardanega1@jcu.edu.au	By appointment
Tutor	Dr Robin Gauld	Townsville	(email only)		By appointment

*Other consultation times by appointment only.

Section 1. Subject at a glance

1.1 Student participation requirements

The JCU [Learning, Teaching and Assessment Policy](#) (4.3) indicates that, “a **3 credit point subject** will require a **130 hour work load** of study-related participation including class attendance over the duration of the study period, **irrespective of mode of delivery**”. This work load comprises **timetabled hours** and **other attendance requirements**, as well as **personal study hours**, including completion of online activities and assessment requirements. Note that “attendance at specified classes will be a mandatory requirement for satisfactory

completion of some subjects” ([Learning, Teaching and Assessment Policy](#), 5.10); and that additional hours may be required per week for those students in need of **English language, numeracy or other learning support**.

Key subject activities	Time	Day/ Date	Room/ Location
Lecture	n/a	Online	LJCU
Tutorial (Cairns)	14:00 – 16:00 16:00 – 18:00	Thursday Commences: 23 Feb, 2017	A4.003 Cairns
Tutorial (Townsville)	13:00 – 15:00 15:00 – 17:00	Tuesday Commences: 21 Feb, 2017	301-013 Townsville
Tutorial (Townsville)	10:00 – 12:00	Wednesday Commences: 22 Feb, 2017	301-013 Townsville
Tutorial (Townsville)	09:00 – 11:00 11:00 – 13:00	Thursday Commences: 23 Feb, 2017	301-013 Townsville
Tutorial (Townsville)	13:00 – 15:00	Friday Commences: 24 Feb, 2017	301-013 Townsville

For information on the days and times when lectures, tutorials, workshops, etc. are scheduled for all of your subjects, visit *JCU Lecture Timetables* at <http://www.jcu.edu.au/ttable/>

For information regarding class registration, visit the class registration schedule at <https://www.jcu.edu.au/students/enrolment/class-registration-schedule>

1.2 Key dates

Key dates	Date
Census date	see 2017 Study Period and Census Dates
Last date to withdraw without academic penalty	see 2017 Study Period and Census Dates
Assessment task 1: X6 Photographic Tasks (60%)	The following due dates for each task; <ul style="list-style-type: none"> • Task 1 (Week 4) Sunday 19th March 24:00hrs • Task 2 (Week 5) Sunday 26th March 24:00hrs • Task 3 (Week 6) Sunday 9th April 24:00hrs • Task 4 (Week 8) Sunday 23rd April 24:00hrs • Task 5 (Week 10) Sunday 7th May 24:00hrs • Task 6 (Week 12) Sunday 21st May 24:00hrs
Final Online Examination (40%)	During class tutorial – Week 13 (22-26 May)

Section 2. Subject details

2.1 Subject description

This subject introduces students to the principles of digital photography. As a foundation subject, students will study two key elements within digital photography. The first foundation element involves the function and operation of modern digital cameras including; exposure determination, lenses, focus, f/stops, shutter speeds and controlling image concepts such as depth of field and subject movement. The second foundation element examines the creative and expressive qualities of photography including composition principles such as: line and shape, form, contrast, balance, colour and more. At the successful completion of this subject, the student will be able to operate a digital camera and develop creative skills for composing images with graphic impact.

2.2 Subject learning outcomes

Students who successfully complete this subject will be able to:

1. create a folio of original images;

2. demonstrate the ability to operate digital capture devices such as DSLR;
3. apply appropriate software for lens-based image processing;
4. demonstrate an understanding of composition and colour usage in lens-based products;
5. develop skills in self directed-learning effectively.

These outcomes will contribute to your overall achievement of course learning outcomes.

2.3 Learning and teaching in this subject

This subject uses a combination of approaches to teaching and learning, including both student centred and teacher directed approaches. The content of the subject may be disseminated using a variety of teaching strategies including online lectures, practical classes, reading tasks, online content delivery and individual assessment tasks.

Students are expected to be active participants in the learning process and are encouraged to participate in all individual and class activities in addition to online activities and reading tasks in the students' discretionary time. All materials and resources referred to in this Subject Guide are available through JCU's library holdings, e-journals, or databases. Any questions in relation to the manner in which this subject is delivered should be directed to the subject coordinator responsible for the overall delivery of the subject.

The expected study load for this subject is **10 hours per week**. This load incorporates all teaching and learning activities including class and discretionary time.

Lecturers and tutors support your use of Facebook and other social media to discuss with your fellow students subject and course related matters. However, a word of caution: sometimes wrong and inaccurate information is distributed on social media. If you have a question about basic subject information, like "what is my assessment?" you need first to read your subject guide carefully and then if you have questions, **ask your lecturer**. The lecturer is the best person to ask about key subject information. If you ask your lecturer, and you still do not understand, please ask again. Lecturers are ready to help you and are keen that you understand fully and clearly what the subject requirements are.

2.4 Student feedback on subject

As part of our commitment at JCU to improving the quality of our courses and teaching, we regularly seek feedback on your learning experiences. Student feedback informs evaluation of subject and teaching strengths and areas that may need refinement or change. **Your JCU Subject and Teaching Surveys** provide a formal and confidential method for you to provide feedback about your subjects and the staff members teaching within them. These surveys are available to all students through [LearnJCU](#). You will receive an email invitation when the survey opens. We value your feedback and ask that you to provide considered feedback for each of your subjects.

2.5 Subject resources and special requirements

Lynda.com: This subject requires students to access a range of online tutorials from Lynda.com. Access will be provided through the Learn JCU site.

<https://cas.secure.jcu.edu.au/cas/login?service=https://www.lynda.com/portal/jcu>

Photographic Equipment: Students enrolled in this subject must have access to a range of photography equipment to carry out the required assessment tasks. All enrolled students may loan photographic equipment from the Creative Arts stores on campus. Please see link below for further detail regarding equipment loans. If you are considering purchasing your own DSLR kit, please seek academic and/or technical staff advice before purchasing (it is advised to consider equipment that is compatible with JCU's resources).

http://www.jcu.edu.au/soca/JCU_096733.html

Digital Imaging Hardware & Software: Specialised digital media laboratories are available on campus for student access. Campus imaging laboratories have the following essential software for this subject; Adobe Photoshop, Adobe Camera Raw and Adobe Bridge. It is highly recommended all assessment work is processed using 'calibrated' monitors. Student laptops may be calibrated using JCU calibration hardware (please see technical staff for assistance). Most software companies offer student/academic discounts for home and/or laptop computers. This course will focus on Photoshop as the main workflow editing software, however less expensive options are also available. Please see links below.

Photoshop CC

http://www.adobe.com/au/products/photoshop.html?sdid=JSZIS&skwcid=AL13085!3!48573452584!e!!g!!photoshop%20cc&ef_id=VI1bWwAABDQ8Ynfz:20150205031835:s

http://success.adobe-education.com/en/au/students.html?sdid=IOEHI&skwcid=AL!3085!3!49018359978!e!!g!!photoshop%20cc&ef_id=Vl!bWwAABDQ8Ynfz:20150205032007:s

Please note: the imaging laboratories on campus have the required software and there is no requirement to purchase imaging editing software if you have access to the Cairns and Townsville campuses.

Other Computer Applications: A range of generalist computer labs is available on campus for general-purpose computer needs (i.e. word processing etc).

Wacom Tablets: An optional tool for serious Photoshop workers is a Wacom Tablet. Wacom tablets allow the user a pen-type tool rather than a mouse. Wacom Tablets are a non-essential item and all Photoshop applications can be successfully applied using a mouse. They do however make Photoshop applications easier to perform once you get use to them (they do take some getting use to). The links below provide further product information and a training video from Lynda.com;

<http://www.wacom.com/en-au/products/pen-tablets/intuos-pro-medium>

<http://www.lynda.com/Wacom-tutorials/Wacom-Essential-Training/115435-2.html>

Personal Digital Media Equipment: There are two essential items each student must purchase for this subject (items will also be required in other photomedia subjects throughout the course).

X1 Portable External USB Hard drive for Mac.

X1 8 GB SD card (or larger i.e 16 or 32 GB) memory card for cameras.



The portable hard drive is required as a storage device for your images and practical class work (please see student data management in section 4.1). You will also need a SD card when borrowing camera equipment and during practical class exercises. **Important:** NEVER store images on SD cards. These cards often fail which results in the loss of all your semesters work. Load/store images onto your external hard-drive, laptop and/or home computer (better still, have multiple copies).

Section 3. Assessment details

3.1 Requirements for completion of subject

In order to pass this subject, you must:

- Achieve a minimum pass mark of 50% or greater.
- View, study and learn the content of the online lectures.
- Attend tutorials and engage in the subject topics.
- Complete all assessments.
- Learn to be critical of your photographic work and carefully plan and execute photographic tasks to the required specifications.
- Prepare lecture, tutorial and other study material for the online exam.
- Carry out independent research and study within the content of the subject.

Students must attempt all assessment items and receive at least a 50% overall score to pass this subject. Students are not required to satisfy the examiners in all assessment tasks, however, they must obtain at least an average of 40% for invigilated components within the subject. It is important to be aware that assessment “is **always subject to final ratification** following the examination period and that **no single result represents a final grade** in a subject” (Learning, Teaching and Assessment Policy 5.21.).

Submit a “reasonable attempt” at each piece of assessment. A “reasonable attempt” does not have to achieve a passing mark but must show signs of attempting to successfully address the task criteria.

RW Grades: Non-submission of any assessment task will lead to a grade of RW (Result Withheld). Following the official release of results each study period, students have two weeks to make arrangements with their examiner to submit the missing material or an alternative assessment (at the discretion of the examiner). After two weeks any unresolved RW grades may be converted to fail grades.

Supplementary and Deferred Examinations: Supplementary and Deferred examinations are granted at the discretion of the examiner, and are not automatically given. The examiner will evaluate the reason for the request (using documentation that accompanies the request) as well as the record of engagement during the study period. If a student has unexplained absences or has failed to submit all assessable items then the examiner may refuse the application regardless of the grounds on which the application is made.

Assessment items and final grades will be reviewed through moderation processes ([Learning, Teaching and Assessment Policy](#), 5.13-5.18). It is important to be aware that assessment “is **always subject to final ratification** following the examination period and that **no single result represents a final grade** in a subject” ([Learning, Teaching and Assessment Policy](#), 5.22.).

3.2 Feedback on student learning

Feedback for assessment tasks is delivered through LearnJCU using an assessment criteria rubric, marks and feedback comments. Furthermore one-on-one feedback is available (and highly encouraged) via the subject coordinators and tutor consultation.

3.3 Assessment Tasks

The following assessments are required for this subject. To be eligible to pass this subject, participants are expected to attempt all forms of assessment and must demonstrate a reasonable degree of competence in the required subject learning outcomes as examined in each form of assessment. Students who have completed less than 100% of the assessment will be subject to review by the Assessment Committee, which could result in an overall fail. All items of assessable work that are graded as a High Distinction or as a Fail will be automatically double marked.

IMPORTANT NOTE:

Photographic assignments within the students’ discretionary time are a component of this subject. It is the student’s responsibility to carry out those tasks with common-sense, to not include any locations that represents danger or high risk, be conducted within the norms of our criminal and civil law codes (i.e. no trespassing, no photography of security sensitive areas etc) and within a manner that is considered acceptable behaviour, common decency and be courteous to others.

ASSESSMENT TASK 1: PHOTOGRAPHIC TASKS

Aligned subject learning outcomes	<ul style="list-style-type: none"> create a folio of original images; demonstrate the ability to operate digital capture devices such as DSLR; apply appropriate software for lens-based image processing; demonstrate an understanding of composition and colour usage in lens-based products; develop skills in self directed-learning effectively
Aligned professional standards/competencies	<i>Images must be produced to industry standards and display a level of creativity. Image submissions must also be in the format requested to be accepted for marking, on topic as described in the task brief, taken after 20 February 2017 and taken with a DSLR camera.</i>
Group or individual	<i>Individual</i>
Weighting	<i>60% (or 10% each photographic task)</i>
Due date	<p>The following due dates for each task;</p> <ul style="list-style-type: none"> Task 1 (Week 4) Sunday 19th March 24:00hrs Task 2 (Week 5) Sunday 26th March 24:00hrs Task 3 (Week 6) Sunday 9th April 24:00hrs Task 4 (Week 8) Sunday 23rd April 24:00hrs Task 5 (Week 10) Sunday 7th May 24:00hrs Task 6 (Week 12) Sunday 21st May 24:00hrs

ASSESSMENT TASK 1: DESCRIPTION

This assessment is designed for the learner to employ and practice a range of photographic techniques, image design and creative concepts. The assessment involves the submission of six (6) digital images shot during the semester and based on a given brief. Submitted images may be by colour or monochrome (black and white) however the following submission requirements and specifications are **mandatory for assignment acceptance**.

Submission Requirements: The following submission requirements are essential for this assessment;

- All photographic tasks are to be completed by the student and this is an individual assessment task.
- Submission of each photographic task must be submitted online via the LearnJCU assessment portal and comply with the provided specifications (see below).
- All assessment submissions must include a signed copy of the assessment cover sheet (see attached).
- All photographic tasks **MUST** be carried out using a DSLR camera.
- All photographs **MUST** be taken after 20 February 2017. A check of the image metadata will be carried out on each submission.

Submission Specifications: The following specifications **MUST** be followed to allow easy upload and online access to the images;

- File format: JPEG (medium compression – ‘5’)
- Image Size: Longest side **MUST BE** 3,000 pixels
- Student Declaration: Include a **SIGNED** Cover Sheet attached with the submission.
- Metadata: The digital file contains the original metadata.

Please note: The specifications described here are required for the university’s online LearnJCU portal. They are not the desired dimensions normally used for other digital imaging outputs. Large file sizes will cause upload issues on LearnJCU. Make sure your submissions are as per the specification listed above!

IMPORTANT – Assignment Submissions: Please note that any assessment submission that **do not comply** with the previous submission requirements and specifications, will immediately lose 50% of the grade. Please **make sure** your photographic task submissions comply with all aspects of the listed requirements **including image size**. The table below provides cause and reasons why unacceptable assignment submissions are not marked.

Assessment Submission Not Suitable for Marking	
Cause	Rationale
No assignment cover sheet	1. Student declaration is required to verify originality of work.
Photographed before cut-off date	2. Some students may already have an extensive archive of digital images. For reasons of fairness to all students, assessment submissions must be photographed during the semester period. 3. The purpose of the assessment is to test new knowledge presented in the subject content. 4. The assessment requires students to create images and ideas around a set brief, therefore should be carried out for this purpose.
Non DSLR cameras	5. A key learning outcome is for the student to learn how to use a DSLR camera. 6. Shooting on smart phones or other point and shoot cameras do not satisfy professional standards in photomedia industry.
Not to required image specifications (size & format etc)	7. An assessment criterion is based on image quality and it is important all submissions have the same digital resolution so the examiners are marking on the same standard for all students. 8. There are no additional advantages for some students who may own medium format digital cameras that can produce higher resolution. Keeping the specifications the same promotes equity for all students. 9. File size is established for easier uploading and downloading of images using the LearnJCU portal. 10. Promotes professional industry standards within the assessment task. 11. Providing digital images to particular specifications is an industry required used extensively throughout the industry.

No metadata	<p>12. Images without metadata information cannot be checked for submission requirements.</p> <p>13. Images without metadata are often sourced from other internet sources and not photographed using a DSLR camera. This causes issues with originality.</p>
Late submission	<p>14. Late penalties apply to all submissions and resubmissions for fairness to all students. Extensions are available for students under special circumstances when the student has experienced some misadventure. Please see section 4 regarding applications for assessment extensions.</p>

Photographic Assignment Briefs:

Task 1: Reflection

A reflection within an image can create an interesting visual effect. This assignment requires the student to explore reflective surfaces: polished metal, glass, mirrors, water.

Task 2: Hands

Hands are very expressive and may provide interesting clues regarding the person you are photographing. Take an image of hands to convey the personality of the person. Posing the hands, lighting and composition will all form important components in this assignment.

Task 3: Mode of Transport

This brief requires you to capture a mode of transport in a creative image. The concept of transport must also be considered within the image and be a dominant element within the meaning of the image. Consider a long shutter speed selection to assist with your creativity and image design.

Task 4: Capture Action

To capture action of a moving subject is the aim of this exercise. Create an image that encapsulates the concept of action. Consider a fast shutter speed to assist in the image affect you are after.

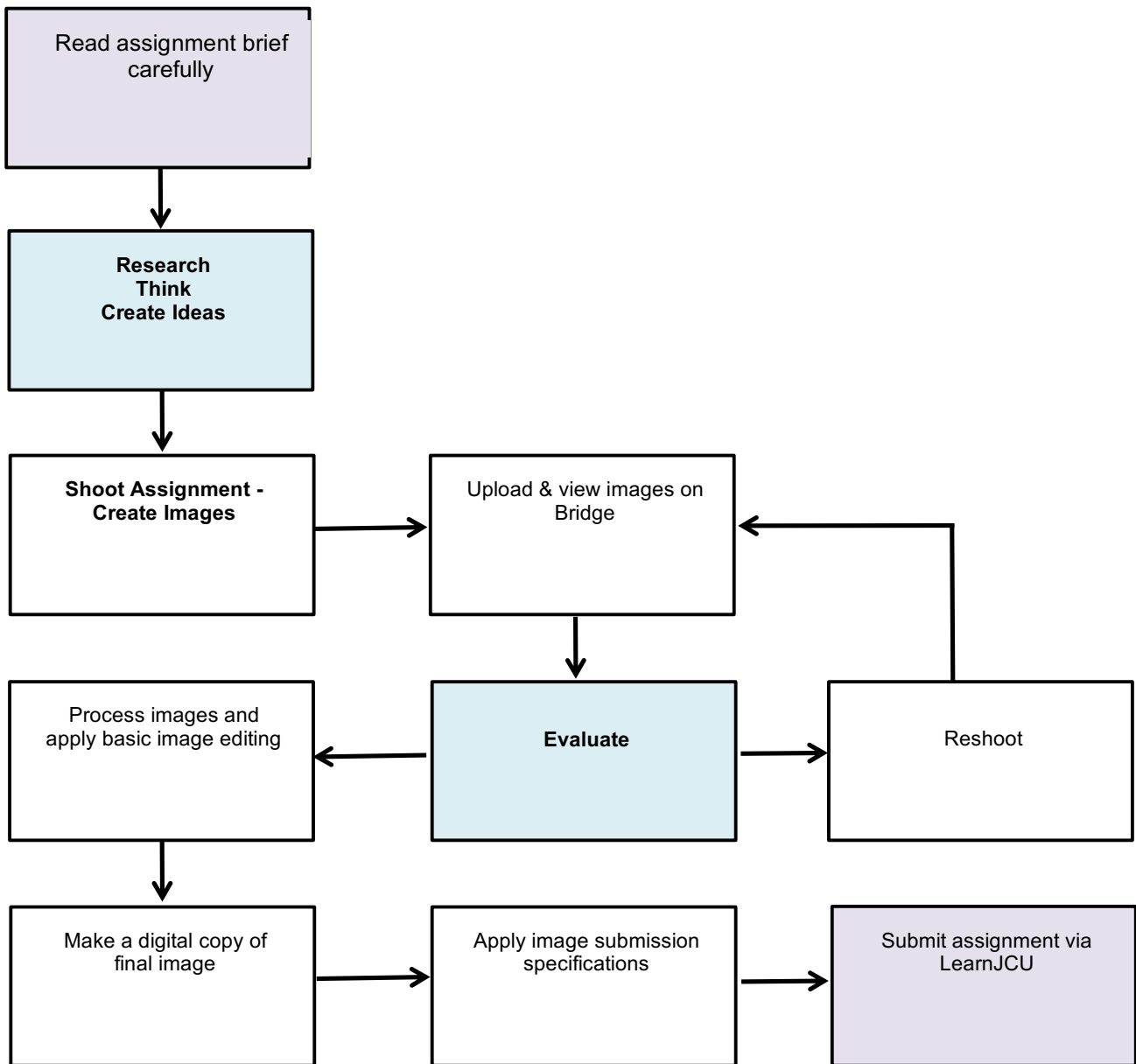
Task 5: Symmetrical Balance

Images that are symmetrical are considered to be balanced. Produce an image that defines the concept of symmetrical balance.

Task 6: Open Topic

This assignment is open to any subject matter you wish. However, the work must have been taken during the teaching period as per the submission requirements.

The workflow diagram below illustrates the process for photo task assessment submission;



ASSESSMENT TASK 1: CRITERIA SHEET

The following rubric will apply to this assessment;

<i>Item</i>	<i>Fail</i> ≤49%	<i>Pass</i> 50-64%	<i>Credit</i> 65-74%	<i>Distinction</i> 75-84%	<i>High Distinction</i> ≥85%	<i>Pts</i>
Assignment Acceptability	<p>Does the submitted assignment comply with <u>ALL</u> submission requirements and specifications?</p> <ul style="list-style-type: none"> • Has an assignment cover sheet. • Was photographed before the cut-off date and after 20 Feb 2017. • Is taken with a DSLR cameras. • Is the required image specifications (size & format etc.). • Has metadata. 					/50
Technical Quality	Image displays poor camera and/or editing methods. Image has several minor and/or serious artefacts.	Image displays a good standard of technical competence with only minor image artefacts.	Image displays a high standard of technical competence with only very minor image artefacts.	Image displays an excellent standard of technical competence with no definable image artefacts.	Image displays an exceeding high level of technical competence with no definable image artefacts.	/15
Image Design & Composition	Image lacks a sense of image design and composition. Several framing and composition errors present.	Image displays a suitable level of creativity, imagination and image composition.	Image displays a high level of creativity, imagination and image composition.	Image displays an excellent level of creativity, imagination and image composition.	Image displays an exceedingly high level of creativity, imagination and image composition.	/20
Brief, Concept & Creativity (the idea or concept)	The brief and assignment task was ill-conceived, not on topic and/or poorly constructed.	The assignment brief was well-handled with a good visual concept.	The assignment brief was well-handled with a strong visual concept.	The assignment brief was well executed and displays an excellent visual concept and high level of creativity.	The assignment brief was well executed and displays an exceptional visual concept and high level of creativity.	/15
					Total Points:	/100

ASSESSMENT TASK 2: EXAMINATION

Aligned subject learning outcomes	<ul style="list-style-type: none"> • demonstrate the ability to operate digital capture devices such as DSLR; • apply appropriate software for lens-based image processing; • demonstrate an understanding of composition and colour usage in lens-based products; • develop skills in self directed-learning effectively
Weighting	40%
Date	During class tutorial – Week 13 (22-26 May)
Duration	1 hour
see Special Consideration, Supplementary, Deferred and Special Examinations Requirements http://www.jcu.edu.au/policy/allitoz/JCUDEV_005344.html	

ASSESSMENT TASK 2: EXAMINATION DESCRIPTION

This examination is an online written final examination. The examination will consist of 50 multiple-choice questions sourced randomly from a question pool. The examination will be conducted online through the LearnJCU platform. Each student must have access to a reliable internet source and log-in rights to LearnJCU. Questions will be derived from material given in online lectures, tutorials and any further material made available on LearnJCU. The following examination rules will apply;

- This examination is an open book examination.
- There is no backtracking of questions/answers.
- Any unanswered questions will receive a zero mark.
- The examination is only available online through LearnJCU.
- Each question is worth 1 (one) mark each.

ASSESSMENT TASK 2: EXAMINATION CRITERIA

Each correct answer will receive 1 (one) mark out of a total 50 marks. Incorrect and incomplete answers receive a zero mark and no partial marks are awarded.

<i>Item</i>	<i>Fail</i>	<i>Pass</i>	<i>Credit</i>	<i>Distinction</i>	<i>High Distinction</i>
Total mark	≤49%	50-64%	65-74%	75-84%	≥85%

Section 4. Other information about assessment and student support

4.1 Submission and return of assessment

All assessment tasks are submitted online through LearnJCU and/or subject folder in CAM server.

Late Submission of Assessment (as per JCU Subject Outlines Policy, Section 2: Prescribed Elements, Assessment – xii. <https://www.jcu.edu.au/policy/learning-and-teaching/subject-outlines-policy>):

xii. Dates for submission of material for assessment and the details of any penalties applied for late submission. A uniform formula of escalating penalties should be imposed by all Colleges and Disciplines for submission of assessment items after the date specified in the Subject Outline. This formula should be 5% of the total mark available per day including part-days, weekends and public holidays. Discretion in imposing penalties is retained by supervisors in cases of genuine need.

Application for Extension due to Special Circumstances: Application for extension of time must be made to the Subject Coordinator at least 24 hours before submission date and with accompanying documentation (e.g. medical certificate). The granting of the extension is at the discretion of the Subject Coordinator. In exceptional circumstances a retrospective application may be accepted.

Image Submission Requirements: Photographic tasks MUST be submitted in the format requested to be accepted for marking. Any submissions that are not in the requested format (see previous section for details) will be considered as unsuitable for marking and will NOT receive a mark. It is the students' responsibility to ensure the online submission is correctly formatted as requested in this document.

Student Data Management: It is considered to be a default scenario that any student studying a Creative Media subject which involves the use of home or laboratory computers for assignment completion has backed-up their work on either an external Hard Drive or personal USB stick. The SoCA student servers are temporary storage environments and by no means fail-safe, while the lab computers themselves have been scripted to wipe clean the desktop, and remove any locally stored files upon reboot.

If you have any questions about this process please consult the Subject Coordinator.

4.2 Plagiarism and referencing

Plagiarism occurs when writers claim ownership of written words or ideas that are not their own. Plagiarism is a **form of cheating** and any instances of plagiarism will be dealt with promptly according to University procedures.

Please see the **JCU Student Academic Misconduct Requirements Policy**

http://www.jcu.edu.au/policy/student/rights/JCUDEV_005375.html

Also see the definition of self plagiarism in the **JCU Learning, Teaching and Assessment Policy** and note policy statement 5.9 in regard to submission of one's own work that has been previously submitted for assessment and received a grade http://www.jcu.edu.au/policy/allitoz/JCU_076643.html

Referencing is a systematic way of acknowledging the sources that you have used. Students should check out the very helpful online resources relating to academic writing, referencing and avoiding plagiarism at:

- Writing and Maths Skills Online
<http://www-public.jcu.edu.au/learningskills/resources/wsonline/index.htm>
(In particular, the booklet Summarising, Paraphrasing & Avoiding Plagiarism is a very useful guide).
- The Referencing Libguide <http://libguides.jcu.edu.au/referencing>
- What is Plagiarism? http://www.jcu.edu.au/student/assessmentexams/JCU_090850.html

4.3 Important advice relating to examinations

If you experience **difficulties or serious circumstances** before or up to the day of your exam, which you believe may affect your ability to sit the exam successfully or perform at your best, you can apply for special consideration in the marking of your exam. Please see the **JCU Special Consideration, Supplementary, Deferred and Special Examinations Requirements** http://www.jcu.edu.au/policy/allitoz/JCUDEV_005344.html

If you are unable to attend an exam at the scheduled time due to extenuating circumstances/circumstances beyond your control, you may apply for a deferred exam. **Deferred exams** are granted in **exceptional circumstances** such as **severe medical conditions** or family or personal **trauma**. For further information, visit http://www.jcu.edu.au/student/assessmentexams/exams/JCU_096513.html

4.4 Intellectual Property Statement/Agreement

Intellectual Property Licence Deed

Preamble

In Creative Media we love to show off our student's creative talent and flair. It is important for us to be able to highlight the work of our students to industry, prospective students, the rest of the university and the greater community in general.

By enrolling in this subject you are granting the College a non-exclusive licence to use any work produced by you for academic purposes during the duration of your degree. This allows us to promote both your work and Creative Media at JCU

The College may exhibit the artwork you produce for academic purposes in places like the eMerge Gallery, websites (including JCU & the College) and other online forums, as well as in brochures, magazines, various advertisements and in the many other hard copy and electronic forums where the Collegel demonstrates and publicizes what we do.

The College will make all reasonable effort to credit work where it is practical to do so, so that others know who has created the work. This helps to build your profile throughout your degree and contributes to your portfolio.

If you have any concerns or questions in relation to this Deed, its operation or its effect, please contact /Professor Glenn Porter, Head of Academic Group, Creative Arts & Media. Email Glenn on – glenn.porter@jcu.edu.au or call 4781 3166.

1. Grant of Licence

By enrolling in this subject, I grant to James Cook University a perpetual, irrevocable, non-exclusive licence to use, copy, modify, adapt, publish, broadcast, display and communicate the Works for all marketing, promotion and display purposes relevant to the activities of the College.

2. Indemnity

I indemnify James Cook University against all liability, loss, costs, damages and expenses (including legal costs and expenses) incurred or suffered by James Cook University arising out of or in connection with the use of the Works by James Cook University.

3. Moral Rights

- a. Without limiting clause 2, I warrant that I am the author of the Works submitted for assessment and the sole holder of the moral rights in the Works.
- b. I acknowledge that James Cook University will use its best endeavours to attribute the Works to me whenever the Works are used by James Cook University.
- c. Notwithstanding clause 3(b), I unconditionally and irrevocably consent to James Cook University and its successors:
 - i. using, publishing, broadcasting and displaying copies of the Works without attribution to me as author; and
 - ii. using, dealing with, modifying, adapting, distorting, displaying, abridging, revising, destroying, relocating, translating to other formats or media or combining with other works or items, the Works.

4. Definitions

For the purposes of this Deed:

“**Works**” means any documents, artwork, goods or images in any medium created by me now or in the future for assessment or other purposes in connection with the Bachelor of New Media Arts, the Bachelor of Creative Industries and and other Creative Arts degrees at James Cook University (including works created in collaboration with other persons); and

“**Intellectual Property**” includes all copyright (including rights to phonograms and broadcasts), all rights in relation to inventions (including patent rights), plant varieties, registered and unregistered trade marks (including service marks), registered designs and circuit layouts, and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic field.

4.5 Student support

James Cook University is committed to ensuring people with disabilities, injuries, illnesses or health conditions are able to participate to the fullest possible extent in the educational programs offered by the University and all other aspects of University life. Students with disabilities, injuries, illnesses or health conditions, who require special arrangements or consideration, should contact **Access Ability Services** (see table below).

If you want further information regarding:	Visit the URL
AccessAbility Services	http://www.jcu.edu.au/disability/index.htm
Accommodation	www.jcu.edu.au/accommodation/
Careers and employment	www.jcu.edu.au/careers/
Childcare	www.jcu.edu.au/student/support/JCUPRD1_066650.html
Counselling	www.jcu.edu.au/student/counselling/
Enrolment	http://www.jcu.edu.au/student/enrolment/index.htm
Feedback and complaints	http://www.jcu.edu.au/student/complaints/index.htm
Fees and financial support	www.jcu.edu.au/student/Loans/studentloans/
Inclusion and engagement	http://www.jcu.edu.au/studentequity/
Indigenous student support	http://www.jcu.edu.au/austindigenousinfo/
Information for current students	www.jcu.edu.au/student/
International student support	http://www.jcu.edu.au/international/
Learning skills/ Language support	http://www-public.jcu.edu.au/learningskills/
Library and computing services	http://www-public.jcu.edu.au/libcomp/index.htm
Librarians – Liaison	http://www-public.jcu.edu.au/libcomp/library/contacts/liaison/index.htm
Off-campus students	http://www.jcu.edu.au/offcampusstudents/index.htm
Responsibilities and rights	http://www.jcu.edu.au/student/JCU_128192.html
Review of Assessment and Student Access to Scripts and Materials Policy	http://www.jcu.edu.au/policy/allitoz/JCUDEV_005333.html
Special Consideration, Supplementary, Deferred and Special Examinations Requirements	http://www.jcu.edu.au/policy/allitoz/JCUDEV_005344.html
Student Academic Misconduct Requirements	http://www.jcu.edu.au/policy/allitoz/JCUDEV_005375.html
Student Policies	http://www.jcu.edu.au/policy/student/
Student Association	http://www.jcu.edu.au/studentassoc/

INTELLECTUAL PROPERTY LICENCE DEED

1. GRANT OF LICENCE

I,..... of grant to James Cook University a perpetual, irrevocable, non-exclusive licence to use, copy, modify, adapt, publish, broadcast, display and communicate the Works for all marketing, promotion and display purposes relevant to the activities of Arts and Creative Media.

2. INDEMNITY

I indemnify James Cook University against all liability, loss, costs, damages and expenses (including legal costs and expenses) incurred or suffered by James Cook University arising out of or in connection with the use of the Works by James Cook University.

3. MORAL RIGHTS

- (a) Without limiting clause 2(a), I warrant that I am the author of the Works and the sole holder of the moral rights in the Works.
- (b) I acknowledge that James Cook University will use its best endeavours to attribute the Works to me whenever the Works are used by James Cook University.
- (c) Notwithstanding clause 3(b), I unconditionally and irrevocably consent to James Cook University and its successors:

- (i) using, publishing, broadcasting and displaying copies of the Works without attribution to me as author; and
- (ii) using, dealing with, modifying, adapting, distorting, displaying, abridging, revising, destroying, relocating, translating to other formats or media or combining with other works or items, the Works.

4. DEFINITIONS

For the purposes of this Deed:

“Works” means any documents, artwork, goods or images in any medium created by me now or in the future for assessment or other purposes in connection with my BNMA, BCM and other Creative Media degrees at James Cook University (including works created in collaboration with other persons); and

“Intellectual Property” includes all copyright (including rights to phonograms and broadcasts), all rights in relation to inventions (including patent rights), plant varieties, registered and unregistered trade marks (including service marks), registered designs and circuit layouts, and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic field

Signature

Full Name

Date

Witness

Section 5. Subject calendar

Week Commencing		Online Lectures	Tutorial/Practical Class	Readings/Preparation	Relationship to Assessment
1	20 February	<p>Subject Introduction A/Prof Glenn Porter</p> <p>The Anatomy of a Camera A/Prof Glenn Porter</p>	<p>Lab orientation. Photographic equipment loan procedures. SD cards and student equipment. WHS introduction.</p> <p>The DSLR camera.</p> <p>This tutorial will guide students through the functions of a DSLR camera.</p>	<p>Watch the first week lectures before attending tutorial.</p>	<p>The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination</p>
2	27 February	<p>Digital File Formats A/Prof Glenn Porter</p> <p>Film Speed (ISO Setting) A/Prof Glenn Porter</p> <p>Basic Exposure Concepts A/Prof Glenn Porter</p>	<p>Basic Exposure Modes</p> <p>This tutorial will identify the basic exposure modes on a DSLR camera (Manual, Programme, Aperture Priority and Shutter Priority)</p> <p>Downloading and editing images using Adobe Bridge.</p> <p>This tutorial will download images taken by the student and apply Adobe Bridge to set tasks.</p>	<p>Watch this weeks lecture before attending the tutorial.</p> <p>Students must bring their SD cards for the photography session in the tutorial.</p> <p>Watch 'Downloading Images in Bridge' Lynda.com http://www.lynda.com/Bridge-tutorials/Downloading-images/126060/136659-4.html</p>	<p>The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination</p>
3	06 March	<p>Shutter Speeds and Subject Movement A/Prof Glenn Porter</p> <p>Formatting Assignment Submissions A/Prof Glenn Porter week 3</p>	<p>Shutter Speeds and Subject Movement</p> <p>This tutorial will explore the concepts and control of subject movement using shutter speeds.</p> <p>Formatting Assignment Submissions</p>	<p>Watch this weeks lecture before attending the tutorial.</p>	<p>The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination</p>

			This tutorial will also instruct step-by-step how to format images for assignment submission.		
4	13 March	f/stops and Depth of Field A/Prof Glenn Porter	f/stops and Depth of Field This tutorial will examine the concept of depth of field and explain how to control this image effect.	Watch this weeks lecture before attending the tutorial. How to Calibrate Your Monitor – Quick & Easy Phlearn – Aaron Nace https://www.youtube.com/watch?v=AL-OZUuqr5E	Photographic Task 1 Assessment Due: Task 1 (Week 4) Sunday 19 th March 24:00hrs The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination
5	20 March	Introduction to Image Design & Composition A/Prof Glenn Porter	Introduction to Composition This tutorial will examine the concept of image design using set tasks.	Watch this weeks lecture before attending the tutorial.	Photographic Task 2 Assessment Due: Task 2 (Week 5) Sunday 26 th March 24:00hrs The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination
	27 March	STUDY VACATION			
6	03 April	Exposure: Reading Histograms A/Prof Glenn Porter	Intro to PhotoShop This tutorial will provide the student with a basic tour of Adobe Photoshop. Set tasks will be included in tutorial class.	Watch this weeks lecture before attending the tutorial. Photoshop CC for Photographers: Fundamentals Lynda.com – Chris Orwig http://www.lynda.com/Photoshop-tutorials/Photoshop-CC-Photographers-Fundamentals/124075-2.html	Photographic Task 3 Assessment Due: Task 3 (Week 6) Sunday 9 th April 24:00hrs The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination

7	10 April	White Balance A/Prof Glenn Porter	White Balance This tutorial will explore the control of colour casts using different white balance settings. Set tasks will be applied during class.	Watch this weeks lecture before attending the tutorial.	The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination
8	17 April	Composition Pt1 Ann Vardanega	Image Critique & Composition Pt 1 This tutorial will explore 6 compositional elements through critiquing images.	Watch this weeks lecture before attending the tutorial.	Photographic Task 4 Assessment Due: Task 4 (Week 8) Sunday 23 rd April 24:00hrs The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination
9	24 April	Composition Pt2 Ann Vardanega	Colour This tutorial will examine the theory of using colour within image design. It will explore several colour concepts and applications.	Watch this weeks lecture before attending the tutorial. 10 Question about Getting Started in Photography Phlearn – Aaron Nace & Kat Filipinas https://www.youtube.com/watch?v=ZDggMkPkS94	The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination
10	01 May	Lenses Lynda.com – Ben Long http://www.lynda.com/Photography-tutorials/foundations-of-photography-lenses/76336-2.html	Image Critique & Composition Pt 2 This tutorial will explore 6 compositional elements through critiquing images.	Watch this weeks lecture before attending the tutorial.	Photographic Task 5 Assessment Due: Task 5 (Week 10) Sunday 7 th May 24:00hrs The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination

11	08 May	<p>The Creative Spark: Brian Kaufman, Visual Journalist Lynda.com http://www.lynda.com/Photography-Documentaries-tutorials/Creative-Spark-Brian-Kaufman-Visual-Journalist/132924-2.html</p>	<p>Photographing Nothing – The Principle of Banality</p> <p>This tutorial will explore the work of William Eggleston, Stephen Shore and Martin Parr. It will discuss how aesthetics is used over meaning.</p>	<p>Watch this weeks lecture before attending the tutorial.</p> <p>Worlds Biggest Math Mystery Solved: Decode the Universe Youtube Documentary https://www.youtube.com/watch?v=FCVCzF7XpyU</p>	<p>The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination</p>
12	15 May	<p>Colour Space A/Prof Glenn Porter</p> <p>Portable Flash Lynda.com http://www.lynda.com/Photography-tutorials/Foundations-Photography-Flash/136568-2.html</p>	<p>Landscape Photography</p> <p>This tutorial will examine the photography discipline of landscape photography and examine how this type of work has been used in politics, a collection of work within the genre of portrait photography.</p> <p>The Portrait</p> <p>This tutorial will examine a collection of work within the genre of portrait photography.</p>	<p>Watch this weeks lecture before attending the tutorial.</p>	<p>Photographic Task 6 Assessment Due: Task 6 (Week 12) Sunday 21st May 24:00hrs</p> <p>The lecture, tutorial and readings/preparation will provide valuable information for the following assessments; Assessment 1 Final Examination</p>
13	22 May		In Class EXAM		In Class EXAM

Please note that the sequence of some topics may change due to availability of staff, resources or due to unforeseen circumstances.

COLLEGE OF ARTS, SOCIETY & EDUCATION



INDIVIDUAL TASK COVER SHEET

Student

Please sign, date and attach cover sheet to front of written assessment task OR submit as a separate document for non-written assessment task. A cover sheet is to be completed for each assessment task.

SUBJECT CODE	NM1200 Digital Photography						
STUDENT FAMILY NAME	Student Given Name	JCU Student Number					
ASSESSMENT TITLE							
DUE DATE							
LECTURER NAME	Dr. Janet Marles						
TUTOR NAME							

Student Declaration

1. This assignment is my original work and no part has been copied/ reproduced from any other person's work or from any other source, except where acknowledgement has been made (see *Learning, Teaching and Assessment Policy 5.1*).
2. This work has not been submitted for any other course/subject (see *Learning, Teaching and Assessment Policy 5.9*).
3. This assignment has not been produced for me.
4. I hold a copy of this assignment and can produce a copy if requested.
5. This work may be used for the purposes of moderation and identifying plagiarism.
6. I give permission for a copy of this marked assignment to be retained by the College for benchmarking and course review and accreditation purposes.

[Learning, Teaching and Assessment Policy 5.1](#). A student who submits work containing plagiarised material for assessment will be subject to the provisions of the [Student Academic Misconduct Requirements](#).

Note definition of plagiarism and self plagiarism in Learning, Teaching and Assessment Policy:

Plagiarism: reproduction without acknowledgement of another person's words, work or expressed thoughts from any source. The definition of words, works and thoughts includes such representations as diagrams, drawings, sketches, pictures, objects, text, lecture hand-outs, artistic works and other such expressions of ideas, but hereafter the term 'work' is used to embrace all of these. Plagiarism comprises not only direct copying of aspects of another person's work but also the reproduction, even if slightly rewritten or adapted, of someone else's ideas. In both cases, someone else's work is presented as the student's own. Under the Australian *Copyright Act 1968* a copyright owner can take legal action in the courts against a party who has infringed their copyright.

Self Plagiarism: the use of one's own previously assessed material being resubmitted without acknowledgement or citing of the original.

Student Signature

..... **Submission date**/...../.....