

# Digital Photography

DIPLOMA PROGRAM



LaSalle College  
Vancouver

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
PHOA101 Principles of Photography	PHOA113 Lighting	PHOA122 View Camera Theory	PHOA202 Studio Photography
PHOA103 Digital Image Management	PHOA105 Photojournalism	PHOA115 History of Photography I	DFV111 Digital Film Editing
CC133 Digital Imaging	PHOA203 Photographic Post-Production	DFV110 Introduction to Digital Film Editing	PHOA233 Advanced Photographic Post Production
PHOA102 Introduction to Photography Applications	PHOA 112 Photographic Design	WDIM130 Web Site Development I	PHOA209 Portfolio I
CC115 Colour Theory	PHOA123 Color Management & Printing	PHOA208 Business of Photography	PHOA308 Marketing for Photographers

15 credits + 15 credits + 15 credits + 15 credits = TOTAL 60 CREDITS

# Digital Photography

## COURSE DESCRIPTIONS

### QUARTER 1

#### PHOA101 PRINCIPLES OF PHOTOGRAPHY

Students will identify basic photographic tools and their intended purposes, including the proper use of aperture, shutter speed, ISO, focal length, and light metering. Students will analyze photographs and produce their own visually compelling images by employing professional photographic techniques and digital workflow.

*Credits: 3*

#### PHOA103 DIGITAL IMAGE MANAGEMENT

Introduces digital photographic workflow and asset management. Students become acquainted with the terms, concepts and processes of photographic editing. Areas of instruction include image acquisition, management, global and local adjustments and modes for output.

*Credits: 3*

#### CC133 DIGITAL IMAGING

Students develop basic image manipulation skills in a raster-based computer environment.

*Credits: 3*

#### PHOA102 INTRODUCTION TO PHOTOGRAPHY APPLICATIONS

Introduces the student to an overview of vector, raster and time-based software tools used in the digital media industry. It sets expectations for future classes regarding standards for files, their construction and delivery within the classroom and professional studio.

*Credits: 3*

#### CC115 COLOUR THEORY

The creative process is introduced using the visual elements of additive and subtractive colour and the basic principles of design. This course explores theories regarding physical perception, psychology, and design aspects of colour. A variety of concepts, materials and techniques is used in class to investigate the aesthetic and psychological principles of design and colour.

*Credits: 3*

### QUARTER 2

#### PHOA113 LIGHTING

Students will be introduced to the basic concepts and principles of lighting for photography. Fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image.

*Prerequisite: PHOA101 Principles of Photography*

*Credits: 3*

#### PHOA105 PHOTOJOURNALISM

Addresses the photography as a narrative or illustrative medium used in support of the text content of publications. Students are shown examples of photojournalism and will be required to produce their own renditions.

*Credits: 3*

#### PHOA203 PHOTOGRAPHIC POST-PRODUCTION

Students research, develop concepts, and execute digital montage methods to produce creative and surrealistic imagery not possible in the camera moment. Students will apply channels, masks, blending modes, vector tools, selections, filters and layers to photographs. In addition the course will cover post-production techniques, including retouching and compositing.

*Prerequisite: CC133 Digital Imaging*

*Credits: 3*

#### PHOA112 PHOTOGRAPHIC DESIGN

Students demonstrate their ability to define and solve advanced design problems. Students will analyze the characteristics and purposes of various problems and then offer clear and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately.

*Prerequisite: PHOA101 Principles of Photography*

*Credits: 3*

#### PHOA123 COLOUR MANAGEMENT & PRINTING

Students learn and apply the techniques of digital color management including building and applying color profiles. The course covers the calibration of devices to produce consistent, predictable color. Students will refine printing skills and theory to create a benchmark for quality digital output. Students will develop proficiencies in file preparation, resolution selection, print-profiling, paper selection and soft-proofing techniques.

*Prerequisite: CC133 Digital Imaging*

*Credits: 3*

### QUARTER 3

#### PHOA122 VIEW CAMERA THEORY

Working individually and in teams, students will utilize large format cameras both in the studio and on location, working with various light sources. Students will develop a frame of reference for their own work by examining the effective and ineffective characteristics in various examples of art and design.

*Prerequisite: PHOA113 Lighting*

*Credits: 3*

#### PHOA115 HISTORY OF PHOTOGRAPHY 1

The history of photography through the discussion of recognized photographers and their influences on society and provides a framework for critically considering photographs through describing, interpreting, evaluating and theorizing. Students are expected to write papers and review exhibitions.

*Credits: 3*

#### DFV110 INTRODUCTION TO DIGITAL FILM EDITING

Students will develop the foundations of basic video editing using industry-standard non-linear editing software. Emphasis will be on making choices and editing for story.

*Credits: 3*

#### WDIM130 WEB SITE DEVELOPMENT I

Students will learn to create effective websites with maximum browser compatibility utilizing authoring software. Students will learn how to apply their skills to construct a commercial website with Web accessibility. Students will also learn advanced HTML and CSS.

*Credits: 3*

#### PHOA208 BUSINESS OF PHOTOGRAPHY

An overview of current trends and an assessment of the skills and materials necessary for a student to comprehend small business operations and/or make themselves a productive member of a commercially viable team.

*Credits: 3*

### QUARTER 4

#### PHOA202 STUDIO PHOTOGRAPHY

Students will develop the ability to solve visual communication problems through assignments designed to challenge their skills in lighting, camera operation, and commercial applications. All aspects of studio photography are discussed from lenses to lighting and people to products. This course emphasizes in-camera image production and problem solving.

*Prerequisite: PHOA122 View Camera Theory or with permission of the*

*Academic Director*

*Credits: 3*

#### DFV111 DIGITAL FILM EDITING

Students will build on the foundations of basic video editing using industry-standard non-linear editing software. Emphasis will be on theory, media management and managing long form projects.

*Prerequisite: DFV110 Introduction to Digital Film Editing*

*Credits: 3*

#### PHOA233 ADVANCED PHOTOGRAPHIC POST-PRODUCTION

Students continue to develop and refine concepts to create images using advanced digital montage methods. Through planning and research students will apply advanced compositing techniques in order to create a series of digital illustrations exemplary of contemporary creative photography.

*Prerequisite: PHOA203 Photographic Post Production*

*Credits: 3*

#### PHOA209 PORTFOLIO I

This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies.

*Prerequisite: With permission with the Academic Director*

*Credits: 3*

#### PHOA308 MARKETING FOR PHOTOGRAPHERS

Explores professional development tools, including resumes, cover letters, networking, and interviewing. Students apply the techniques used to research and identify efficient ways of selling work through agents and examine how to create a successful self-promotion campaign. Students develop individual plans for marketing their talents and finding work

after graduation, with emphasis on targeting markets to suit their personal goals.

*Prerequisite: PHOA208 Business of Photography*

*Credits: 3*



# DIGITAL PHOTOGRAPHY KIT

price: \$795.00



**LaSalle College**  
Vancouver

- 1. Camera Bag ..... 10470114
- 2. Rocket Blower ..... 10470121
- 3. Tripod ..... 10470138
- 4. Multi-Coated Filter ..... 10470145
- 5. 32GB SDHC Card ..... 10470152
- 6. Paint Set of 8 ..... 10466650
- 7. Paint Brush ..... 10466155
- 8. Canvas Paper ..... 10430552
- 9. Palette Knife ..... 10411292
- 10. Paint Tray ..... 10413197
- 11. 16GB USB Flash Drive ..... 10431184

Photography students are required to use a “full frame” DSLR for this program.

**List of Full Frame “Qualifying Cameras”**

- Canon: 6D, 5D mark 2,3,4 ,Canon 1dx
- Nikon: D610, D750, D810, D5
- Sony: a7 series, a9 series
- Pentax: K-1

Please contact the admissions office for a current list of qualifying cameras. List of qualifying cameras are subject to change.

Any brand of full frame camera is acceptable although LaSalle College Vancouver carries only Canon DSLR equipment in its equipment loaner pool.