
Visual Communications

Peace River High School

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Course Outline

Introduction

This course introduces the fundamentals of photography, digital image manipulation, design principles, print media analysis, and A/V production. No experience is necessary. A great deal of information is presented, and assignments are submitted regularly. Students must be prepared to concentrate and work efficiently during class time. Project sharing and critique sessions are a core part of this course which is all about presentation and communication. All students are expected to participate in informal and formal discussion of sample works. All students will present selections of their own work by a variety of methods which will include

- 2D photographs and compositions
- Oral presentations
- Powerpoint presentations
- Audio, video, and A/V productions

Tests, assignments, and presentation provide 50% of the mark. A portfolio of finished work representing the student's best work is 50% of the weight of the course. Portfolios will be a combination of digitally saved and printed works.

Students will produce work both individually and within a group context. Small groups work will account for about one half of the course time, specifically for audio and A/V equipment use and production.

The program owns several Digital SLR cameras. If you have access to your own digital camera or video camera, you are welcome to use them for your assignments. Students will receive instruction on care and appropriate handling of the cameras. Automatic, rangefinder, or instamatic cameras are not suitable for this course. It is helpful but not necessary to bring your cameras to school, as photography can be completed as homework.

Photographic images will be stored digitally. Adobe Photoshop Elements software is used to edit and manipulate images. The program will also be used to create images and combine images and text into compositions. A limited number of projects can be printed because of the high cost, but students may choose to print their work on their own.

Required Materials

Binder for course handout materials and notes

Duotang, scrapbook or sketchbook for use as a design journal

A supply of blank and lined loose-leaf paper

Pencils, pens, colored markers of own choice, scissors, glue stick, tape

Magazines for cutting up

Course Evaluation

Tests, assignments, critiques, presentations

50%

Final Portfolio

50%

Course Content

1. Elements and Principles of 2D Design
 - Looking at photographs and print media, analyzing samples
2. Typography and Fonts
 - Understanding how text style enhances a message
3. 2D Composition
 - How layouts are put together
 - Intent: purpose, target audience and community standards
 - Quality: How to critique a composition's effectiveness
4. Digital Design
 - Putting together your own presentations
5. The Design Process
 - Stages of the Design Process
 - Design Briefs: constraints and evaluation
6. Photography
 - Photography in society
 - Copyright issues, plagiarism, ethics
 - History of photography, camera types
 - Visual Principles of Photography
 - Parts, Settings, Functions, Operation of SLR camera
 - Parts, Settings, Functions, Operation of digital camera
 - Log sheets
 - Photography practice
 - Techniques and Standards for Presentation
7. Digital Imagery
 - Saving Formats and Directory
 - Adobe Photoshop Elements program tools and use
 - Image creation
 - Photo editing and manipulation
8. Video Camera Operation
 - Clip Analysis
 - Equipment Use
9. Audio Production
 - Group process
 - Scriptwriting, creating a recording plan
 - Equipment function and use
 - Basic Sound Mixing
10. A/V Production
 - Communicating an idea effectively
 - Storyboarding
 - Production of audio and visual components
 - Premier Software for Digital Mixing