



DGTL12005 Contemporary Photomedia

Term 1 - 2017

Profile information current as at 18/05/2024 09:56 pm

All details in this unit profile for DGTL12005 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit considers the practice and theory of modern photography. You will learn about historical and modern perspectives on photography as news, art and visual culture, as well as practical considerations such as composition, lighting and colour. You will be required to produce a portfolio, and must have access to either a digital camera or a 35 mm SLR camera and scanner. You will need access to software that can process digital images.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: Minimum of 36 credit points Students who have completed COMM12116 Contemporary Photomedia may not enrol in this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2017

- Brisbane
- Bundaberg
- Distance
- Mackay
- Rockhampton
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Practical and Written Assessment**

Weighting: 40%

2. **Portfolio**

Weighting: 60%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. operate a digital camera and image-processing software
2. identify the characteristics of a photographic image that suit different purposes and contexts
3. produce photographs suitable for a range of specified media purposes and contexts
4. compile a high quality portfolio of images in a particular genre.

Not applicable

Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
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Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Practical and Written Assessment - 40%	•	•	•	•
2 - Portfolio - 60%	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication		•	•	•
2 - Problem Solving	•		•	
3 - Critical Thinking		•	•	
4 - Information Literacy		•		
5 - Team Work				
6 - Information Technology Competence	•	•	•	•
7 - Cross Cultural Competence				
8 - Ethical practice		•	•	
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Practical and Written Assessment - 40%	•	•		•		•		•		
2 - Portfolio - 60%	•					•				

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Off-campus students will require access to a version of Adobe Photoshop

Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

Brendan Murphy Unit Coordinator
b.murphy@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the course: critically approaching photomedia		Taking and critically discussing photographs.

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
The parameters of photomedia		Working with shutter speed, focus, aperture, ISO and resolution.

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Photography and communication		Basic editing. Shooting for a scenario.

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Photography for news and publicity		Working with people and ambient lighting. Capturing the moment.

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Photography for documentary and illustration		Capturing an event. Lighting an object.

Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Photography for portraiture and art		Working with artificial lighting. Lighting a face.
Week 7 - 24 Apr 2017		
Module/Topic	Chapter	Events and Submissions/Topic
The photographic brief and the business of photomedia		Proposal for a brief and sample photograph.
Week 8 - 01 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Researching genres of photography		Discuss the style of a selected photographer, and take a photograph emulating that style.
Week 9 - 08 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Working with photographs: context and purpose		Discuss the hypothetical purpose of your portfolio with reference to a sample photo.
Week 10 - 15 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Mood, feeling and style		Discussion of techniques to be used in your portfolio with reference to a sample photograph.
Week 11 - 22 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Publicity, presentation and social media		Discussion of third-party portfolio services leading to your selection of a platform, with reference to an online portfolio of your choice.
Week 12 - 29 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Review		Seek feedback from teaching staff on your draft portfolio.
Review/Exam Week - 05 Jun 2017		
Module/Topic	Chapter	Events and Submissions/Topic
		Portfolio Due: Review/Exam Week Monday (5 June 2017) 11:45 pm AEST
Exam Week - 12 Jun 2017		
Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

Course Coordinator
Brendan Murphy
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Assessment Tasks

1 Practical and Written Assessment

Assessment Type

Practical and Written Assessment

Task Description

Assessment Item 1: Practical and written assessment

Assessment details

Each week you will be provided with a series of activities that include photographic tasks and discussion questions. At the end of Week Seven you must submit one Microsoft Word .docx file that contains the following items:

- A photograph for each week's assessable photographic tasks from Weeks One to Six
- A written response to each of the assessable discussion questions from Weeks One to Six
- A report outlining your contribution to class discussion, sharing and critique activities for Weeks One to Six

Each photograph should be saved as a file no wider than 1200 pixels, using one of the methods described on the DGTL12005 Moodle site, and inserted into your Word document.

You must keep original, unresized copies of your photographs and make them available to the markers on request. If you submit a photograph not taken by yourself during term it will be considered plagiarism. A random selection of photographs are checked for originality.

Each written response should adhere to the word length specified in the discussion question. Typically, this will be around 300 to 400 words.

The report on your contribution to class discussions is a short document that

- Lists weeks when you contributed a photograph for class critique, and includes copies of the photographs
- Lists weeks when you provided a critique for a class member's photograph, and includes copies of the critiques
- Include copies of two forum discussion posts that demonstrate critical engagement with course content.

Assessment Due Date

Week 6 Friday (21 Apr 2017) 11:45 pm AEST

End of Week 6

Return Date to Students

Week 9 Tuesday (9 May 2017)

Tuesday of Week 9

Weighting

40%

Assessment Criteria

Criteria for marking each photograph (25 total marks for all photographs)

85-100% Exemplary. A creative and effective response to the set task. A photograph that emulates a professional standard.

75-84% Very good. A creative and effective response to the set task and a well-composed photograph that demonstrates a high level of technical and compositional skill. Some room for improvement.

65-74% An effective but not exceptional photograph and a sound response to the set task. There may be minor flaws or the photograph may not fully address all of the requirements of the set task.

50-65% A photograph of acceptable quality that may contain significant compositional or technical flaws, or that only addresses the set question in a very general way.

0-49% A photograph that is of unacceptable quality or does not address the set question.

Criteria for marking each written response (10 total marks for all written responses)

85-100% Exemplary. The set question is answered by an argument that uses insights from the set material and/or independent research. Writing is concise and precise. Where relevant, references are used correctly. The response emulates a publishable standard of academic writing.

75-84% The set question is answered by an argument that uses insights from the set material and/or independent research to provide context for specific elements of the photographic task. Writing is concise and precise.

65-74% The set question is answered convincingly, and an attempt is made to use insights from the course material and/or other relevant sources to provide a sound argument. Written expression is of an acceptable level, but there may be room for improvement.

50-64% The written piece addresses the set question, and a clear argument is made. Written expression is of a generally acceptable level, but there may be some significant limitations.

0-49% The written response does not provide a clear or sustainable response to the set question, or the level of written expression is such that the argument being made is hard to discern.

Criteria for marking class participation (5 marks)

85-100% Student participated fully in class and forum discussion, provided several satisfactory photographs for critique and provided several effective critiques .

75-84% Student demonstrated significant participation in class discussion, provided at least one satisfactory photograph for critique and provided at least one effective critique.

65-74% Student participated in class discussion, submitted at least one photograph of a sound standard for critique and provided one critique of a sound standard.

50-64% Student participated in class discussion, provided a photograph for critique and attempted a critique

0-49% Student did not satisfactorily engage with class discussion and/or critique exercises or did not submit report

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Learning Outcomes Assessed

- operate a digital camera and image-processing software
- identify the characteristics of a photographic image that suit different purposes and contexts
- produce photographs suitable for a range of specified media purposes and contexts
- compile a high quality portfolio of images in a particular genre.

Graduate Attributes

- Communication
- Problem Solving
- Information Literacy
- Information Technology Competence
- Ethical practice

2 Portfolio

Assessment Type

Portfolio

Task Description

Assessment Item 2: Portfolio

Assessment item 2: Portfolio

This item requires you to provide

- A portfolio of ten photographs hosted on a free web service of your choice
- A written brief that defines and critically describes the portfolio.

You must choose one only of the following genres to work within

- Illustration
- News or publicity
- Documentary
- Portraiture
- Art

Early in term several topics for the portfolio will be provided. You must choose to work with one only of the topics. More detail and specific requirements for each of the genres will be provided on the Moodle site.

The brief (1500 words plus appendix)

The brief must be written as if you are commissioning the portfolio from a third party. The brief must entail practical, technical and stylistic requirements. Guided forum discussion questions over the second half of the course will help you design and refine this brief, and hence shape your portfolio.

The brief must contain an appendix demonstrating your participation in discussing your brief with your peers and in giving critical feedback to your peers regarding their briefs.

What to submit

One Microsoft Word document containing:

- The URL of the photographic portfolio

- The photographic brief including appendix
- Copies of the photographs used in the brief. These should be resized to no wider than 1200 pixels and inserted into the Word document

You must keep original, unresized copies of your photographs and make them available to the markers on request. If you submit a photograph not taken by yourself during term it will be considered plagiarism. A random selection of photographs are checked for originality.

Assessment Due Date

Review/Exam Week Monday (5 June 2017) 11:45 pm AEST

Return Date to Students

Exam Week Friday (16 June 2017)

Weighting

60%

Assessment Criteria

Portfolio (/40)

35-40 Exemplary. A creative and effective response to the set task. A portfolio that emulates a professional standard.

30-39 Very good. A creative and effective response to the set task and a consistent portfolio that demonstrates high levels of technical, compositional and conceptual skill. Some room for improvement.

26-29 An effective but not exceptional portfolio and a sound realisation of the chosen genre. There may be minor flaws or the portfolio may not fully consistent with requirements of the chosen genre and topic.

20-25 A portfolio of acceptable quality that may contain significant flaws, or that only conforms to the selected genre and topic in a very general way.

0-19 A portfolio that is of unacceptable quality or does not address the set question.**17-20** Exemplary. The brief has been developed using insights from the set material and/or independent research to provide context for specific elements of the photographic task. Writing is concise and precise. Referencing is used correctly. The response emulates a publishable standard of academic writing.

15-16 The brief has been developed using insights from the set material and/or independent research to provide context for specific elements of the photographic task. Writing is concise and precise.

13-14 The brief provides a coherent discussion, and an attempt has made to use insights from the course material and/or other relevant sources to provide sound arguments. Written expression is of an acceptable level, but there may be room for improvement.

10-12 The brief addresses the photographic task, and a clear argument is made and there is evidence that research has occurred. Written expression is of a generally acceptable level, but there may be some significant limitations.

0-10 The brief does not address the portfolio in a clear, critical manner.

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Learning Outcomes Assessed

- operate a digital camera and image-processing software
- identify the characteristics of a photographic image that suit different purposes and contexts
- produce photographs suitable for a range of specified media purposes and contexts
- compile a high quality portfolio of images in a particular genre.

Graduate Attributes

- Communication
- Information Technology Competence

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem