DGTL12005 *Contemporary Photomedia*
Term 1 - 2018

Profile information current as at 06/05/2024 03:22 am

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 - 2018

- Brisbane
- Bundaberg
- Distance
- Mackay
- Noosa
- 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.

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from "Have Your Say"

Feedback
More Blackboard sessions would be beneficial to the students unable to make it to classes.

Recommendation
Implementation of fortnightly Zoom sessions.

Feedback from "Have Your Say"

Feedback
Some students found some assessment description details lacked clarity.

Recommendation
Simplification of the way the Assessment Two portfolio task is defined.

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

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		●	●	●

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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)
- Adobe Photoshop CS4 or above. The Adobe CC suite is available for Internal students on Multimedia Lab computers.

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: Introduction to the course: critically approaching photomedia - 05 Mar 2018

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

Week 2: The parameters of photomedia - 12 Mar 2018

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

Week 3: Photography and communication - 19 Mar 2018

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

Week 4: Photography for news and publicity - 26 Mar 2018

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

Week 5: Photography for documentary and illustration - 02 Apr 2018

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

Vacation Week - 09 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic

Week 6: Photography for portraiture and art - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Photography for portraiture and art		Working with lighting and people **Practical and written assessment** Due: Week 6 Friday (20 Apr 2018) 11:59 pm AEST

Week 7: The photographic brief and the business of photomedia - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
The photographic brief and the business of photomedia		Proposal for a brief and sample photograph

Week 8: Researching genres of photography - 30 Apr 2018

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: Working with photographs: context and purpose - 07 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Working with photographs: context and purpose		Discuss the context and purpose of your portfolio with reference to a sample draft photo

Week 10: Mood, feeling and style - 14 May 2018

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: Publicity, presentation and social media - 21 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Publicity, presentation and social media		Select a third-party portfolio service with reference to an online portfolio of your choice

Week 12: Review - 28 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Review		Seek feedback from teaching staff on your draft portfolio

Review/Exam Week - 04 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Portfolio Due: Review/Exam Week Monday (4 June 2018) 11:59 pm AEST

Term Specific Information

On campus students may borrow equipment. Borrowing is managed electronically from the Moodle site. Late return of equipment may incur a deduction of marks in the assessment items.

Assessment Tasks

1 Practical and written assessment

Assessment Type
Practical and Written Assessment

Task Description
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
- Documentation 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.

Your participation in sharing and discussion is documented by:

- including copies of photographs you submitted for class critique
- Including copies of the critiques you provided.

Assessment Due Date
Week 6 Friday (20 Apr 2018) 11:59 pm AEST

Return Date to Students
Week 9 Friday (11 May 2018)

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

Deductions

- Deductions of two marks per day may be applied for every day borrowed equipment is overdue for return.

Referencing Style

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

Submission
Online

Submission Instructions
Submit via Moodle

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
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
You will develop a topic and theme for your portfolio in guided weekly exercises in the lead up to submission at the end of term.
The brief (1500 words) is to be written as if you are a client commissioning the portfolio from a third party.
Guided forum discussion questions over the second half of the course will help you define the practical, technical and stylistic requirements expressed in the brief.
The brief will contain an appendix presenting you contribution to forum-based guided discussion and peer critique exercises.
What to submit
One Microsoft Word document containing:
· The URL of the photographic portfolio
· The photographic brief including appendix
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 (4 June 2018) 11:59 pm AEST

Return Date to Students
Exam Week Monday (11 June 2018)

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.

Brief (/20)
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

Submission Instructions
Submit via Moodle

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