

INSTITUTION

Dawson College
(Montreal, Canada)

DEPARTMENT

Fine Arts

SEMESTER

Fall 2012

COURSE NUMBER

520-394-DW / 01

COURSE TITLE

Dynamics of Advertising Photography
(lab component – Group 1)

PRE-REQUISITE

None

PROGRAM

Photography (Term 3)

COMPETENCIES

0494: To critique works of visual art.
0494A: To assess the photographic potential
of social phenomena.

PONDERATION

2-2-2

INSTRUCTOR

Andres Manniste

CONTACT INFORMATION

I am generally available in room
2G6-3.
Phone extension 3203 or leave a message at
495-2632.
e-mail: amanniste@dawsoncollege.qc.ca

INSTRUCTOR AVAILABILITY

Monday: 10:30-12:00
Wednesday: 8:30-11:30; 13:30-
14:30
Thursday: 8:30-11:30; 14:30 -
15:30
*Preferred method of contact:
email or please make an
appointment*

This course outline has been prepared in conformity with the **Institutional Student Evaluation Policy (ISEP)**. The Institutional Student Evaluation Policy (ISEP) is designed to promote equitable and effective evaluation of student learning and is therefore **a crucial policy to read and understand**. The policy describes the rights and obligations of students, faculty, departments, programs, and the College administration with regard to evaluation in all your courses, including grade reviews and resolution of academic grievance. The **ISEP** is available on the Dawson website.

GENERAL DESCRIPTION

Based upon a “description / analysis / interpretation / evaluation / engagement” methodological approach and employing an extensive glossary of *a propos* terminology, the student will assess the models, concepts and impact of current-day, multi-media, advertising photography. Following weekly, classroom-theory and discussion – subsequently working in a Mac lab context – students will create posters and advertisements on and with the computer and produce permanent copies of the works using the printers in the computer lab or other appropriate means. Exercises and projects: T.B.A.

OBJECTIVES

0494 – To critique works of visual art.

1. Distinguish the components of a work of art (photograph)
2. Understand the circumstances in which the work emerged.
3. Describe the meaning behind the work.
4. Assess the work.

0494A – To assess the photographic potential of social phenomena.

1. Select a social phenomenon to study.
2. Give meaning to the phenomenon.
3. Propose subjects to be photographed relative to the phenomenon.

STANDARDS

Criteria of 0494 competency

- 1.1 Appropriate use of analysis checklists and reference documents.
- 1.2 Identification of processes, production tools, means of expressions or styles.
- 1.3 Determination of important elements of composition.
- 1.4 Demonstration of open-mindedness.
- 2.1 Appropriate use of research material.
- 2.2 Identification of art movements.
- 2.3 Accurate interpretation of why the image was created and the significant elements of the historical context at the time.
- 2.4 Accurate analysis of the cultural and social dimensions of the work.
- 2.5 Correct determination of the applicable current of the time.

- 3.1 Use of appropriate vocabulary.
- 3.2 Accurate analysis of the relationship between the components of the work and the circumstances in which it emerged.
- 3.3 Justification of comments.
- 3.4 Demonstration of open-mindedness.
- 4.1 Use of appropriate vocabulary.
- 4.2 Use of appropriate arguments.
- 4.3 Justification of a critical point of view.
- 4.4 Relevance of the examples chosen.
- 4.5 Demonstration of open-mindedness.

Criteria of 0494A competency

- 1.1 Appropriate use of documentary research techniques.
- 1.2 Appropriate use of observation methods.
- 1.3 Identification of important elements pertaining to the ideas or behaviours present.
- 2.1 Accurate analysis of documents related to current events.
- 2.2 Consideration of historical context.
- 2.3 Accurate identification of economic and socio-political elements.
- 2.4 Accurate identification of practices related to consumerism, culture and mores.
- 2.5 Appropriate use of documentary research techniques.
- 2.6 Justification of comments.
- 2.7 Use of appropriate vocabulary.
- 3.1 Correct determination of the requirements and constraints involved.
- 3.2 Correct determination of approach to subject.
- 3.3 Justification of the choice of subject.
- 3.4 Compliance with professional ethics.

LEARNING ACTIVITIES

Student will complete in-class exploration of the functioning dynamics of advertising photography. Students will practice and apply principles of visual communication relevant to present-day social phenomenon.

TEACHING METHODS

Classroom lectures, Mac lab discussions, and individual assistance with research assignments.

GRADE DISTRIBUTION – A minimum grade of 60% is required to pass this course.

Lab component (50% of course)

- 10% – Aptitude and attitude (participation, motivation, meeting deadlines, following guidelines, readings)
- 20% – Quizzes (2 x 10%)
- 20% – Research and study portfolio
- 50% – Project

- Research projects will be graded on concept, comprehension of topic, and quality of visual communication.
- Uncollected assignments will be kept until Week 7 of the subsequent term after which they will be discarded.

GRADING POLICY FOR LATE ASSIGNMENTS

Project deadlines (date and time) **MUST BE RESPECTED**. During the term late submissions will carry penalties, however, the **FINAL ASSIGNMENT / TEST** must be handed in by the deadline to be considered for grading.

Penalties for late assignments

Up to: 1 week late	10% deducted
2 weeks late	15% deducted
3 weeks late	20% deducted
4 or more weeks late	0% assigned

Penalties for late/missed final assignment or test

Final assignment/test	0% assigned
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If the project is late due to sickness, then a medical note must be handed in to reduce or waive the penalty. Evaluation of all assignments, tests and presentations requires that students **MUST** be available in class for teacher feedback.

ATTENDANCE & PARTICIPATION POLICY

Presence and participation are necessary components of learning. Students who fail to attend or participate may jeopardize their successful completion of the course.

Attendance will be taken in every class. Arriving late or leaving early is considered an absence. After two absences, the instructor will notify the student and the department of his/her precarious state in the course. Three absences will significantly impact your final grade as this represents a loss of 20% of class time and course work. It is at the instructor's discretion to require documentation for absences. ***Note: When absent from class, the student is responsible for inquiring about missed information and assigned homework.*** Students should refer to the Institutional Student Evaluation Policy (Section III-C) regarding attendance.

LITERACY POLICY

Students are required to do weekly preparatory reading from the textbook and to apply their knowledge thus gained in their tests and studio-research assignment. Student marks reflect both an understanding of reading material and individual written communication skills.

CHEATING AND PLAGIARISM POLICY

Cheating and plagiarism are serious academic offences. Both academic achievement and creative production are based on honesty and artistic integrity. Any act of plagiarism (the unacknowledged use of source material) will result in a grade of zero for the project or assigned work. Where originality is questionable, preceding developmental work must be produced to substantiate authorship. Any act of cheating (involvement in any dishonest or deceptive practice related to exams, in-class tests, or quizzes) will also result in a grade of zero in that instance. All instances of cheating and plagiarism that result in an affected grade will be reported to the office of the Dean of Pre-University Studies. According to ISEP, the teacher is required to report to the Sector Dean all cases of cheating and plagiarism affecting a student's grade. (ISEP Section IV-C)

STUDENT CONDUCT

Everyone has the right to a safe and non-violent environment. Students are obligated to conduct themselves as stated in the Student Code of Conduct and in the ISEP section on the roles and responsibilities of students. (ISEP Section II-D)

POLICY ON RELIGIOUS OBSERVANCES

Students, who intend to observe religious holidays, must inform their teachers in writing as prescribed in the ISEP Policy on Religious Observances. (ISEP Section III-C) Alternative arrangements will be discussed to make up for class material missed. All resulting changes in the tentative schedule of assignments must be finalised within the first two weeks of classes.

CELL PHONE AND INTERNET POLICY

All cell phones must be turned off during class / studio / lab time. Use of social networking sites, personal e-mail, text messaging, etc. is allowed only during class breaks. Failure to respect this policy may result in marks being deducted from the student's 10% professionalism grade.

INTENSIVE COURSE CONFLICTS

If a student is attending an intensive course, the student must inform the teacher within the first two (2) weeks of class, of the specific dates of any anticipated absences.

TENTATIVE WEEKLY SCHEDULE (lab component – 50% of course)

Regular updates and changes to the syllabus are posted at:

<http://dept.dawsoncollege.qc.ca/finearts/Faculty/AManniste/index.html>

Week 1:

Introduction to course

Week 2:

Presentation of Project # 1: Late 19th, early 20th century (Art Nouveau) poster design

Week 3:

Painting and Drawing with the computer. (Drawing and painting tools; Introduction to printers)

Continuation of Project #1

Week 4:

Project #1 due, Presentation of Project #2: Early 20th century (Constructivism) poster design

Week 5:

Working with layers

Continuation of Project #2

Week 6:

Field trip

Week 7:

Project #2 due, Presentation of Project #3: Modernism in advertising.

Week 8:

Continuation of Project #3

Week 9:

Project #3 due, Presentation of Project #4: Using a well-known artwork for advertising.

Week 10:

Continuation of Project #4

Week 11:

Project #4 due, Presentation of Project #5: Camera ad. A Contemporary approach.

Week 12:

Continuation of Project #5

Week 13:

Continuation of Project #5

Week 14:

Project #5 due

Week 15:

Final critique