

Washtenaw Community College Comprehensive Report

PHO 204 Color Photo Design

Effective Term: Fall 2012

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Photography

Course Number: 204

Org Number: 14530

Full Course Title: Color Photo Design

Transcript Title: Color Photo Design

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Course description

Pre-requisite, co-requisite, or enrollment restrictions

Outcomes/Assessment

Objectives/Evaluation

Rationale: Technology updates

Proposed Start Semester: Fall 2011

Course Description: This course concentrates on the visual aspects of design with color in photography. Topics include optical color, color theory, color relationships, emphasis with color, psychological effects of color and color control with Adobe Lightroom and Photoshop software. Students will print photographs using a color-managed workflow. This course was previously PHO 124.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 30 Student: 30

Lab: Instructor: 30 Student: 30

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 60 Student: 60

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

PHO 111 minimum grade "C-"

and

Prerequisite

PHO 127 minimum grade "C-"; may enroll concurrently

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Display proficiency with the tools and techniques of a digital color image-making workflow, inclusive of global and local adjustments to density, contrast, color management and cropping.

Assessment 1

Assessment Tool: Final portfolio.

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: all sections

Number students to be assessed: Random sample of 50% of all students with a minimum of one full section.

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 75% or above.

Who will score and analyze the data: Full-time faculty

2. Produce photographs that use color to create a variety of moods and relationships emphasizing harmony, contrast and emotion.

Assessment 1

Assessment Tool: Final portfolio.

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: all sections

Number students to be assessed: Random sample of 50% of all students with a minimum of one full section.

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 75% or above.

Who will score and analyze the data: Full-time faculty

Course Objectives

1. Identify the color properties of light and potential meanings of color.

Matched Outcomes

1. Display proficiency with the tools and techniques of a digital color image-making workflow, inclusive of global and local adjustments to density, contrast, color management and cropping.

2. Define color vocabulary and its physical characteristics as applied to color image making, especially that of RGB input to CMYK output.

Matched Outcomes

1. Display proficiency with the tools and techniques of a digital color image-making workflow, inclusive of global and local adjustments to density, contrast, color management and cropping.

3. Identification of the psychological affects of color.

Matched Outcomes

1. Display proficiency with the tools and techniques of a digital color image-making workflow, inclusive of global and local adjustments to density, contrast, color management and cropping.

4. Use color relationships in a photographic composition such as harmonious, isolated, saturated, complimentary, etc.

Matched Outcomes

1. Display proficiency with the tools and techniques of a digital color image-making workflow, inclusive of global and local adjustments to density, contrast, color management and cropping.
 2. Produce photographs that use color to create a variety of moods and relationships emphasizing harmony, contrast and emotion.
5. Use the effects of the color of light at different times of day and analyze how it changes the color and/or mood of the scene.

Matched Outcomes

2. Produce photographs that use color to create a variety of moods and relationships emphasizing harmony, contrast and emotion.
6. Demonstrate an effective and appropriate use of color in various groups such as natural landscape, found objects, people, urban landscape, animals or wildlife, night and time exposures.

Matched Outcomes

2. Produce photographs that use color to create a variety of moods and relationships emphasizing harmony, contrast and emotion.
7. Create color photographic prints with the correct color management procedures.

Matched Outcomes

2. Produce photographs that use color to create a variety of moods and relationships emphasizing harmony, contrast and emotion.

New Resources for Course

Course Textbooks/Resources

Textbooks

Hirsch, Robert. *Exploring Color Photography*, 5th ed. Focal Press, 2011

Manuals

Periodicals

Software

Equipment/Facilities

Computer workstations/lab

Reviewer

Action

Date

Faculty Preparer:

Terry Abrams

Faculty Preparer

Nov 23, 2011

Department Chair/Area Director:

Jennifer Baker

Recommend Approval

Jan 08, 2012

Dean:

Rosemary Wilson

Recommend Approval

Jan 12, 2012

Vice President for Instruction:

Stuart Blacklaw

Approve

Mar 06, 2012