



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE - FALL 2007

BA 2820 3(0-3-0) – Image Editing and Enhancement

Instructor:

Bruce Macdonald

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Website: gpbusiness.ca

Dates:

Sep. 06 - Dec. 06, 2006

Classroom & Times:

Tues. & Thurs. at 13:00 - 14:20 in Room

A307

COURSE DESCRIPTION:

This course is a theoretical and practical introduction to digital imaging. It begins with a theoretical module on light, colour concepts, colour models, image compression formats, and graphic composition. The second module involves the practical application of camera basics and the principles of photography. The third module involves the use of image editing software to prepare compositions for publication on the World Wide Web.

Prerequisites: *BA 1150 or an equivalent introductory computer course. Second year standing, and a good working familiarity with the Internet is also recommended.*

Transfer: *No*

GENERAL OBJECTIVES:

Upon exit the student will be able to:

1. acquire, edit, and display digital images for use in creating effective web sites.
2. apply the concepts of graphic design.
3. apply the basic principles of photography.
4. apply image editing software to repair, enhance, and compress digital images.

RESOURCE MATERIALS:

The textbook that I have prescribed for this course is:

Long, B. 2006, **Getting Started with Camera Raw: How to make better pictures using Photoshop and Photoshop Elements.**, Published by Peachpit Press. ISBN 0-321-38400-8

The website for the course is at www.gpbusiness.ca. Lessons, reading assignments and other instructions will be posted there.

DELIVERY MODE:

The course is offered in multiple formats: Live in the classroom, online via the Internet, or a mixture of the two. All lessons are delivered live in computer lab A307 in the fall semester. The course is also available online at <http://gpbusiness.ca>

COURSE CONTENT and TENTATIVE SCHEDULE:

Module 1 - Photography

Sep. 06	Composition
Sep. 11	Photo Exercise
Sep. 13	Light
Sep. 18	How Cameras Work
Sep. 20	Camera Controls
Sep. 25	Rendition of Motion
Sep. 27	Depth of Field
Oct. 02	Photo Exercise
Oct. 04	Module 1 Test

Module 2 - Digital Imaging Theory

Oct. 09	RGB Colour Model
Oct. 11	Computer Exercises
Oct. 16	Hexadecimal Colour Numbering
Oct. 18	Image File Compression
Oct. 23	Computer Exercises
Oct. 25	HSB Colour Model
Oct. 30	Computer Exercises
Nov. 01	Module 2 Test

Module 3 - Image Editing Software

Nov. 06	Lesson 1
Nov. 08	Lesson 2
Nov. 13	Lesson 3
Nov. 15	Lesson 4
Nov. 20	Lesson 5
Nov. 22	Lesson 6
Nov. 27	Lesson 7
Nov. 29	Lesson 8
Dec. 04	Lesson 9
Dec. 06	Module 3 Test

GRADING SYSTEM

GPRC uses the alpha grading system as explained on page 37 of the College calendar. On a percentage basis you will be assessed as follows:

Module 1	Photography Assignment	10
	Module Test	15
Module 2	Photography Assignment	15
	Module Test	15
Module 3	PhotoShop Assignment	25
	Module Test	20

TOTAL: 100

I will translate your percentage score into a letter grade as follows:

Weighted Average %	Letter Grade
94 - 100	A+
90 - 93	A
85 - 89	A-
80 - 84	B+
76 - 79	B
72 - 75	B-
68 - 71	C+
64 - 67	C
60 - 63	C-
55 - 59	D+
50 - 54	D
0 - 49	F