



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE - ONLINE WINTER 2007

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

Dates:

Registration is open until January 31. Course requirements must be completed by May 20.

How to communicate with the instructor:

1. Tues. & Thurs. 11:30 a.m. - 1:00 p.m. - I will have office hours set aside for telephone support.
2. Students may call any time and leave a message if I am not in.
3. Email for help at any time.
4. Post questions or comments on the discussion board at blackboard.gprc.ab.ca

Instructor:

Bruce Macdonald

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Website: gpbusiness.ca

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.

TEXTBOOK:

While not a requirement, the textbook that I recommend 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

DELIVERY MODE:

The course is completely online at gpbusiness.ca in partnership with eCampus Alberta.

COURSE CONTENT and RECOMMENDED SCHEDULE:

Module 1 - Photography

Lesson 1	Composition
Lesson 2	Light
Lesson 3	Exposure
Lesson 4	How Cameras Work
Lesson 5	Camera Controls
Lesson 6	Rendition of Motion
Lesson 7	Depth of Field
Exercise 1	Photo Exercise
Module 1 Test	

Module 1 can be done out of order, but I recommend that Module 2 be done before module 3.

Module 2 - Digital Imaging Theory

Lesson 1	RGB Colour Model
Lesson 2	Computer Exercises
Lesson 3	Hexadecimal Colour Numbering
Lesson 4	Image File Compression
Lesson 5	Computer Exercises
Lesson 6	HSB Colour Model
Exercise 1	Computer Exercises
Module 2 Test	

Module 3 - Image Editing Software

Lesson 1	Intro to PhotoShop
Lesson 2	The Image and the Canvas
Lesson 3	Creating a Vignette
Lesson 4	Image Sharpening
Lesson 5	Burning and Dodging
Lesson 6	The Sponge Tool
Lesson 7	Animation
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