Area of Interest: Arts and Design

Photography

Ontario College Diploma
Academic Year: 2020/2021
2 Years
Program Code: 0030X01FWO
Ottawa Campus

Our Program

Learn to capture, create and alter images at a professional level.

The two-year Photography Ontario College Diploma program encourages you to express your creative side while designing and capturing images that communicate effectively. You demonstrate a professional level of craft and creativity in digital imaging using high-end equipment and the Mac OS platform.

Learn the fundamentals of photography and create images that meet the needs of your client. By creating a state-of-the-art portfolio and a personal website using high-end digital cameras to capture professional-level work, you show your creative and technical abilities.

In addition to photography design and techniques, gain knowledge and skills in the areas of:

- entrepreneurship
- networking
- branding
- marketing
- business practices

Our studios have up-to-date studio and location lighting systems, lighting booms, soft-boxes and professional backdrops.

At the end of the program, enhance your knowledge and skills with a real-world experience during a two-week field placement where you gain valuable practical application and industry contacts. The program concludes with a student-run networking trade show, which potential employers and industry representatives attend.

There are many job opportunities in the industry after graduation. Graduates may find employment as a photographer in areas such as:

- commercial and industrial photography
- wedding and portrait photography
- scientific and medical photography
- photojournalism
- image manipulation/retouching
- print and graphic production companies
- visual content creation

Graduates may also choose to pursue work as a self-employed freelancer.

SUCCESS FACTORS
This program is well-suited for students who:

- Are self-motivated, personable and well-organized.
- Enjoy the technical nature of photography.
- Have an aptitude for computer technology.
- Are creative.
- Have a keen sense of entrepreneurship.

**Employment**

Graduates may find work as photographers in a variety of areas including: commercial and industrial; wedding and portrait; scientific and medical; photojournalism; digital post-production; photofinishing labs; and technical or retail sales. Opportunities may exist to work in the field either as an employee or as a self-employed freelancer.

**Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- Select and use appropriate photographic equipment and techniques to capture quality images of a variety of subjects, in studio and on location.
- Use post-production techniques to edit and finish images in formats that meet industry standards and the needs of the client.
- Create lighting schemes using appropriate techniques, equipment, and accessories to produce quality images that meet the needs of the client.
- Employ design elements and principles to plan and create visually sound images.
- Complete all work in a professional and ethical manner and in accordance with legal requirements applicable to the photography industry.
- Develop strategies to maintain currency with evolving photography trends, issues, technologies and industry practices to enhance work performance and guide professional development.
- Select and use digital asset management tools and strategies to catalogue, store, back up, retrieve and archive images and prints.
- Use business planning and administrative skills to support and maintain a photography business.
- Use a variety of marketing tools and strategies that effectively promote photographic products and services.
- Develop and present a professional portfolio that illustrates one’s creative approach and image conception, capture, editing and production skills.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment, and environmental stewardship.

**Program of Study**

<table>
<thead>
<tr>
<th>Level: 01</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSN2100M</td>
<td>Design Thinking</td>
<td>42.0</td>
</tr>
<tr>
<td>ENL1813M</td>
<td>Communications I</td>
<td>42.0</td>
</tr>
<tr>
<td>PHO8706</td>
<td>Digital I</td>
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<tr>
<td>PHO8711</td>
<td>Studio I</td>
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<td>PHO8718</td>
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<tr>
<td>PHO8767</td>
<td>Theory I</td>
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<tr>
<td>ENL0077</td>
<td>Professional Communication for Photography</td>
<td>42.0</td>
</tr>
<tr>
<td>PHO8707</td>
<td>Studio II: Portrait</td>
<td>56.0</td>
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<tr>
<td>PHO8708</td>
<td>Studio II: Commercial</td>
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<td>PHO8726</td>
<td>Digital II</td>
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<td>PHO8736</td>
<td>Visual Perception and Design</td>
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<tr>
<td>PHO8729</td>
<td>Multimedia I</td>
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<tr>
<td>PHO8731</td>
<td>Studio III</td>
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Choose one from equivalencies:

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<tr>
<td>PHO8753</td>
<td>Multimedia II</td>
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<td>PHO8758</td>
<td>Print IV</td>
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<td>PHO8759</td>
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<tr>
<td>PHO8766</td>
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**Fees for the 2020/2021 Academic Year**

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at [https://www.algonquincollege.com/fee-estimator](https://www.algonquincollege.com/fee-estimator).

Further information on fees can be found by visiting the Registrar’s Office website at [https://www.algonquincollege.com/ro](https://www.algonquincollege.com/ro).

Fees are subject to change.

Additional program-related expenses include:
Books and supplies cost approximately $1,300 in the first year and $900 in the second year. In the first year, students need to purchase a Macintosh laptop computer and software.

**Admission Requirements for the 2021/2022 Academic Year**

**College Eligibility**

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of $50 (subject to change) will be charged.

**Program Eligibility**
• English, Grade 12 (ENG4C or equivalent).

• Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).

• IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

Admission Requirements for 2020/2021 Academic Year

College Eligibility

• Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR

• Academic and Career Entrance (ACE) certificate; OR

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• Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of $50 (subject to change) will be charged.

Program Eligibility

• English, Grade 12 (ENG4C or equivalent).

• International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.

• Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof.

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

Application Information

PHOTOGRAPHY
Program Code 0030X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at http://www.ontariocolleges.ca/.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information:
For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Email: askus@algonquincollege.com

Additional Information

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit: https://www7.algonquincollege.com/byod/.

Students are trained on a Mac OS platform, which is the industry standard in the field of photography. PC platforms are not acceptable as they are not compatible with the hardware, software and photographic equipment used in this program.

For information, contact Program Coordinators, Tracy Byers-Reid at 613-727-4723 ext. 6419 or byerst@algonquincollege.com or Denine Wrixon at 613-727-4723 ext. 6119 or wrixond@algonquincollege.com.

Please visit the program website at https://www.algonquinphotography.com/ for more information.

Course Descriptions

DSN2100M Design Thinking

Human-centred approaches are among the best methods of generating innovative solutions for people at work, at home or within your community. Design thinking is a user-centred method of creative problem solving applicable any time you need to generate new ideas. It is about embracing mindset shifts and tackling problems from the user's perspective. Students learn the five-step process while involving the user each step of the way. Through research discussions and analysis, students work, first independently, then with a team, to emphasize with their users, define a problem, and then ideate, prototype and test an original solution that places people at the heart of a challenge.

Prerequisite(s): none
Corerequisite(s): none

ENL0077 Professional Communication for Photography

Although photography is essentially a visual medium, strong writing and speaking skills are required to explain, defend and promote the photographer's work. Whether one is writing an artist's statement, a business letter, critiquing an image, or participating in a meeting or a job interview, strong writing and speaking skills are required. Through a variety of written and oral activities and assignments, students refine the professional communication abilities needed to complement and promote their photography skills.

Prerequisite(s): ENL1813M
Corerequisite(s): none

ENL1813M Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace
environments.

Prerequisite(s): none
Corerequisite(s):none

**GED0030 General Education Elective**

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s):none

**PHO8700 Entrepreneurship**

Many photographers decide to start and operate their own businesses as a career. Students learn estimating and quoting photographic work in a real world context. Business expense and cost of sales are studied in a variety of photographic ventures to develop a profitable and sustainable profession. Professional copyright legislation and pertinent legal actions are evaluated. Networking and field placement allow students to apply learned skills in a realistic work environment.

Prerequisite(s): none
Corerequisite(s):none

**PHO8706 Digital I**

Photographers require an understanding of the concepts and tools used in digital imaging. Students learn to work in a mobile environment and are introduced to basic principles of digital imaging using professional editing software and techniques.

Prerequisite(s): none
Corerequisite(s):none

**PHO8707 Studio II: Portrait**

Portrait photography encompasses a large amount of work in the photography industry. Students learn to select and use appropriate camera formats and lighting methods. The focus includes a variation of styles in portraiture and lighting for shape, texture and form. Emphasis is placed on the selection of appropriate techniques, and posing.

Prerequisite(s): PHO8711
Corerequisite(s):none

**PHO8708 Studio II: Commercial**

Understanding proper camera and lighting techniques in commercial photography is imperative in order to attain work in the commercial photography industry. Students learn to select and use the proper camera and lighting techniques to complete studio and location assignments. Through hands-on workshops, the students explore light, camera and composition techniques used in commercial photography.

Prerequisite(s): PHO8711
Corerequisite(s):none

**PHO8711 Studio I**

Understanding how to use digital SLRs is critical as a photographer. Students learn to use a digital SLR. They select shutter speeds/aperture combinations and appropriate focal length lenses to properly expose and frame their subjects. The use of an incident exposure meter, calculation of light intensity and dynamic range is applied. Students work with a variety of light sources including daylight and continuous light. Practical assignments deal with camera operation, lighting, metering
Photography and exposure techniques.

Prerequisite(s): none
Corerequisite(s): none

PHO8718 Print I

A basic knowledge of applied printing techniques is required by most photographers. Students learn the practical aspects of printing digital images, producing test prints and making enlargements. Students study media, ink, printers and software/hardware combinations needed to produce professional grade prints.

Prerequisite(s): none
Corerequisite(s): none

PHO8719 History of Photography

Being able to explore the history of photography from a photographer’s conception to its present day incarnation is critical to a photographer. Students explore the history of photography and examine three avenues of photography: its artistic, social and technical histories. Students study the work of major photographers and artists who have shaped the course of photography. They also examine the impact that photography as a medium has had on society. The history of the technology behind the evolving craft of photography is also covered.

Prerequisite(s): none
Corerequisite(s): none

PHO8726 Digital II

Students require digital tools in a variety of software applications. Principles of digital imaging are expanded with a focus on practical assignments.

Prerequisite(s): PHO8706
Corerequisite(s): none

PHO8729 Multimedia I

Understanding the role that video and web applications play in the running of a photographic business is an essential tool for photographers. Multimedia and current web and video applications are introduced. Students learn how to apply their own photographic skills to create dynamic presentations, websites and video.

Prerequisite(s): PHO8706 and PHO8726
Corerequisite(s): none

PHO8731 Studio III

Critical thinking in photography is essential in the development of the photographic composition and practical application. Students critique and analyze photographic images to better assist them in the development of a professional portfolio. Students continue to enhance studio lighting skills and to organize and maintain a professional photographic studio.

Prerequisite(s): PHO8707 and PHO8708 and PHO8711
Corerequisite(s): none

PHO8736 Visual Perception and Design

Video and multimedia applications are introduced. Students learn how to apply their own photographic skills to create video projects that incorporate images, graphics, audio, video and animation.

Prerequisite(s): none
Corerequisite(s): none

**PHO8741 Studio IV**

In order to gain employment and increase client intake in the photographic industry, it is essential to have a portfolio of photographic works. Students select appropriate camera and lighting systems, and develop ideas for a variety of assignments to create a final portfolio of images.

Prerequisite(s): PHO8707 and PHO8708 and PHO8711 and PHO8731
Corerequisite(s): none

**PHO8749 Digital III**

Learning intermediate professional digital applications and processes is essential for professional photographers. Students gain a more advanced understanding of computer use in image processing using various professional software. Theory on input of electronic images is supported by demonstrations and assignments.

Prerequisite(s): PHO8706 and PHO8726
Corerequisite(s): none

**PHO8753 Multimedia II**

Creating a professional online presence to promote oneself and/or your business is instrumental in today’s environment. Learners focus on producing, branding and marketing their online presence using a website, social media, video and motion graphics.

Prerequisite(s): PHO8706 and PHO8726 and PHO8729 and PHO8749
Corerequisite(s): none

**PHO8758 Print IV**

Students produce a professional level portfolio under the supervision of faculty. Advanced, practical colour management techniques are covered. A variety of print and display materials are used.

Prerequisite(s): PHO8718 and PHO8760 and PHO8765
Corerequisite(s): none

**PHO8759 Digital IV**

In keeping with today’s digital technology, photographers must have a variety of advanced digital skills. Photographers, in today’s market, are expected to produce visuals and a wide variety of print and display media. Students further develop and enhance their skills in digital imaging with specific focus on image manipulation, digital compositing, graphic design and layout.

Prerequisite(s): PHO8706 and PHO8726 and PHO8749
Corerequisite(s): none

**PHO8760 Print II**

Exploring various paper surfaces and medium is essential for photographers in order to service business clients. Students learn the practical aspects of printing digital images at a professional level. Print production with a more advanced study of media, inks, printers and software/hardware combinations is covered.

Prerequisite(s): PHO8718
Corerequisite(s): none

**PHO8765 Print III**
Understanding colour management of printers, monitors and papers is a necessary tool for photographers. Students are able to print images on inkjet printers according to professional standards. They calibrate computer monitors and create colour profiles for printers using industry standard hardware and software. A variety of media types and fine arts papers are explored.

Prerequisite(s): PHO8718 and PHO8760
Corequisite(s):none

**PHO8766 Field Placement**

Students secure and complete a field placement with an approved workplace. This is an opportunity that allows students to apply their learned skills in a realistic work environment. While on field placement, students are supervised and evaluated by employers in conjunction with a faculty advisor. This is a volunteer position; the College precludes payment for field placement.

Prerequisite(s): none
Corequisite(s):none

**PHO8767 Theory I**

Theoretical knowledge is crucial to understanding the practical elements involved in photography. Basic theoretical information used in contemporary photographic applications is provided. Students learn principles of the visible light spectrum, light metering techniques and optics, and gain a basic understanding of light quality and direction. Students also analyze depth of field, hyperfocal distance, focal length, perspective control and aperture/shutter relationships. Digital sensors and the camera histogram are introduced.

Prerequisite(s): none
Corequisite(s):none

**PHO8768 Theory II**

Students continue to explore the theoretical principles of light behaviour and control. Students learn about lighting qualities and fundamentals of continuous light and electronic flash systems as they apply to commercial and portrait applications.

Prerequisite(s): none
Corequisite(s):none