School of Humanities Creative Industries SocialSci

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description
Truth, power, ethics and the manipulation of meaning are all embedded in the medium of photography, increasingly so in the digital and online domains. This studio-based course builds on students' skills in image analysis and encourages advanced, critical photographic image making. Web technologies, screen-based imagery and timeline methods for display and audience interaction will be investigated, along with dissemination and critique of the still and moving image. Digital composition, design and image construction, enriched by the student's independent research lead to a portfolio of sophisticated and conceptually rich photographic work.

Academic Progress Requirements
Nil

Requisites
Students who have successfully completed AART3462 cannot enrol in this course.

Assumed Knowledge
CIND1100, AART1700, CIND2100, CIND2101 and CIND2102

Contact Hours
Newcastle City Precinct
Lecture
Face to Face On Campus
1 hour(s) per fortnight for 6 fortnight(s) starting Week 1

Tutorial
Face to Face On Campus
2 hour(s) per fortnight for 6 fortnight(s) starting Week 2

Unit Weighting
10

Workload
Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

CONTACTS

Course Coordinator	**Newcastle City Precinct**
	Mr Carl Morgan
	Carl.Morgan@newcastle.edu.au
	Consultation: in class or via email
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	**School of Humanities Creative Industries and Social Sciences**
	NU Space, Level 4
	409 Hunter Street
	Newcastle
	HCISS@newcastle.edu.au
	+61 4985 4500

SYLLABUS

Course Content

Topics will include:
- Advertising and persuasion;
- Propaganda;
- Misinformation and image making;
- Satirical images;
- Software-based manipulation;
- Ethics and photographic practice;
- Images as evidence;
- The verification of digital images.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Critique and develop photographic images in relation to contemporary and historical forms of persuasion and meaning;

2. Produce screen-based images using a range of production techniques;

3. Create photographic work with a sophisticated conceptual basis;

4. Use appropriate research methods to underpin the production of photographic works.

Course Materials

Please see the course website on Canvas for further details on readings, lecture materials and other course content.

SCHEDULE

Week	Week Begins	Topic	Tutorial	Assessment Due
1	26 Feb	Lec: Intro		
2	4 Mar		Activity 1: Cut n Paste	
3	11 Mar	Lec: Manipulators		
4	18 Mar		Activity 2: Double Exposure	
5	25 Mar	Lec: Propaganda		
6	1 Apr		Activity 3: Moving Pixels	
7	8 Apr	Lec: Documentary		
		Mid-Semester Recess		
		Mid-Semester Recess		
8	29 Apr		Activity 4: Photographic Type	
9	6 May	Lec: Advertising		
10	13 May		Activity 5: Photography <3 Illustration	
11	20 May	Lec: Movers & Shakers		
12	27 May		Assessment Workshop	A1 / A2 / A3 Due
13	3 Jun			

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Studio Journal	Week 12 / Friday 31st May 5:00pm	Individual	30%	1, 4
2	Photographic Portfolio	Week 12 / Friday 31st May 5:00pm	Individual	40%	2, 3
3	Photographic Project	Week 12 / Friday 31st May 5:00pm	Individual	30%	1, 2, 3, 4

Late Submissions   The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Studio Journal

Assessment Type   Journal
Purpose   To document your creative process and reflect upon insights and what you've learned along the way.
Description   You will be tasked with creating content for and designing a photographic themed booklet. Two x 2pp spreads, one A4 landscape front cover, submitted as one low file sized PDF
Weighting   30%
Length   Two x 2pp spreads, one A4 landscape, 500 words
Due Date   Week 12 / Friday 31st May 5:00pm
Submission Method   Online via Canvas
Assessment Criteria   Detailed in brief, on Canvas
Return Method   Online via Canvas
Feedback Provided   Online and in class - Feedback provided in class

Assessment 2 - Photographic Portfolio

Assessment Type	Portfolio
Purpose	To develop a range of digital photographic manipulation skills.
Description	You will develop a series of focused experimental pieces throughout the semester, culminating in a mini portfolio.
	One A4 landscape PDF document with at least one page dedicated to each task. Include interesting leadup work, a brief description of what you made and how you made
Weighting	40%
Length	One A4 landscape PDF, 500 words
Due Date	Week 12 / Friday 31 May 5:00pm
Submission Method	Online via Canvas
Assessment Criteria	Detailed in brief, on Canvas
Return Method	Online via Canvas
Feedback Provided	Online and in class - Feedback provided in class

Assessment 3 - Photographic Project

Assessment Type	Project
Purpose	Project
Description	To develop a major work using skills developed during semester.
	One A4 landscape PDF document documenting leadup work along with the final design. Include any inspiration or relevant source material
Weighting	30%
Length	One A4 landscape PDF, 500 words
Due Date	Week 12 / Friday 31st May 5:00pm
Submission Method	Online via Canvas
Assessment Criteria	Detailed in brief, on Canvas
Return Method	Online via Canvas
Feedback Provided	Online - Feedback provided in class

ADDITIONAL INFORMATION

Grading Scheme This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Attendance Attendance/participation will be recorded in the following components:

	- Tutorial (Method of recording: Roll call)
Communication Methods	Communication methods used in this course include: - Face to Face: Communication will be provided via face to face meetings or supervision. Communication will be provided mainly through class and lectures. Other important information will be broadcast through email and Canvas.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule.
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.