

DES206 Photomedia Curation

School: School of Business and Creative Industries

2023 | Semester 2

UniSC Sunshine Coast

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course will extend your photographic knowledge and communication skills to support the production of a portfolio of work. You will explore advanced practical approaches to photography in the context of national and international photomedia practices. This course will explore the discourse around creative portfolio development, and engage multiple platforms of publishing and showcasing your work.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1.5hrs	Week 1	13 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	10 times
Seminar – Scheduled face to face seminar.	1hr	Week 5	Once Only
ONLINE			
Learning materials – Interactive online learning activities.	1.5hrs	Week 1	13 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times
Seminar – Scheduled online seminar (Recorded).	1hr	Week 5	Once Only

1.3. Course Topics

Curatorial practice, ontemporany photographic practices, industry engagement, genres of photography, presentation and outputs, photobooks, .

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Apply the elements and principles of design/photography to create art works for the purpose of self-expression and to a brief which to communicate ideas, information, and/or messages.	Knowledgeable
2	Describe, analyse and reflect on concepts for the creation of works that address a variety of creative challenges.	Creative and critical thinker
3	Develop further skills to reflect on the effectiveness of work in progress, and utilise self-reflection to revise the creative work to completion.	Creative and critical thinker Empowered
4	Extend skills in working with a range of media for developing/producing a portfolio.	Knowledgeable
5	Critically analyse and evaluate the historical/contemporary frameworks for the visual language of photographs.	Engaged

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Ongoing early feedback via weekly tasks, student critique of work in progress in class time weeks 4, 8 and 12.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Creative, and Written Piece	Individual	25%	4 high resolution images plus written piece	Week 5	Online Submission
All	2	Artefact - Creative, and Oral	Individual	25%	8 minute oral presentation plus written reflective journal	Week 9	In Class
All	3	Artefact - Creative, and Written Piece	Individual	50%	Printed and/or online Portfolio, length to be determined in consultation with your tutor. An artist statement and mock up of final presentation is to be provided.	Week 13	Online Submission

All - Assessment Task 1: Engaging in Style and Genre

GOAL:	Goal: The goal of this task is to begin to explore your own work and contextualise it within contemporary photographic practice. You will explore the work of two highly proficient photographers, examining their approach to subject, technique and style. You will create photographic images using a similar stylistic element incorporated into your own work. You will discuss the practice of the photographer and explain your approach to the work in a process journal.					
PRODUCT:	Artefact - Creative, and Written Piece					
FORMAT:	<p>Identify the stylistic approach of two different photographers and then work to incorporate this element into your own photographic work. This is not a task where you replicate their images but rather articulate a stylistic element and bring that into your own creative work. You will create two images per photographer (4 images in total).</p> <p>Your journal should provide details about each of the images, include a scholarly discussion of the photographers and the genres your work draws upon and conclude with an overall rationale.</p>					
CRITERIA:	No.					Learning Outcome assessed
	1	Apply the elements of photography to create art works which communicate ideas, information and messages				1
	2	Further develop, reflect on and revise the concepts for the creation of work.				2
	3	Extend your skills in working with a range of media for developing a portfolio.				4
	4	Further skills to reflect on the effectiveness of preliminary versions, using self-reflection to guide editing and revisions.				3
	5	Critical analysis and evaluation of the historical/contemporary frameworks for photography.				5

All - Assessment Task 2: Presenting the development

GOAL:	As you work towards the development of a significant body of work, this assignment gives you the opportunity to reflect upon the development so far and look towards the final product.																
PRODUCT:	Artefact - Creative, and Oral																
FORMAT:	For this task you will present your work in progress using Powerpoint (or equivalent) to show images in development and other relevant material. You will provide a reflective journal which critically reflects upon your work in progress in the context of contemporary creative practice and positions the work for an intended audience. Further details can be found on Canvas																
CRITERIA:	<table><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr><tr><td>1</td><td>Apply the elements of photograph to create art works which communicate, ideas, information and messages</td><td>1</td></tr><tr><td>2</td><td>Further develop, reflect on and revise the concepts for the work.</td><td>2</td></tr><tr><td>3</td><td>Develop creativity, exploration and clarity of interpretation of your own work</td><td>3</td></tr><tr><td>4</td><td>Critical analysis and evaluation of the historical/contemporary frameworks for photography.</td><td>5</td></tr></table>	No.		Learning Outcome assessed	1	Apply the elements of photograph to create art works which communicate, ideas, information and messages	1	2	Further develop, reflect on and revise the concepts for the work.	2	3	Develop creativity, exploration and clarity of interpretation of your own work	3	4	Critical analysis and evaluation of the historical/contemporary frameworks for photography.	5	
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All - Assessment Task 3: Photographic Portfolio

GOAL:	Your goal is to create a coherent body of photographic work which is of a professional standard and in a topic/genre of your choosing. You will position the work within contemporary practice and identify presentation technique and audience.																
PRODUCT:	Artefact - Creative, and Written Piece																
FORMAT:	You will present a final photographic portfolio of your work. Presentation type and image numbers to be determined in consultation with your tutor. Your mock up can be done in any format (online gallery, PDF, website etc) and the an artist statement will accompany the work.																
CRITERIA:	<table><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr><tr><td>1</td><td>Achievement of quality, distinctive vision and ability in producing a compelling photographic portfolio.</td><td>3</td></tr><tr><td>2</td><td>Critical analysis and evaluation of the historical/contemporary frameworks informing your work.</td><td>5</td></tr><tr><td>3</td><td>Accomplished technical skills to support the work across the portfolio.</td><td>4</td></tr><tr><td>4</td><td>Depth and clarity of presentation of portfolio, value of ideas and information</td><td>1</td></tr></table>	No.		Learning Outcome assessed	1	Achievement of quality, distinctive vision and ability in producing a compelling photographic portfolio.	3	2	Critical analysis and evaluation of the historical/contemporary frameworks informing your work.	5	3	Accomplished technical skills to support the work across the portfolio.	4	4	Depth and clarity of presentation of portfolio, value of ideas and information	1	
No.		Learning Outcome assessed															
1	Achievement of quality, distinctive vision and ability in producing a compelling photographic portfolio.	3															
2	Critical analysis and evaluation of the historical/contemporary frameworks informing your work.	5															
3	Accomplished technical skills to support the work across the portfolio.	4															
4	Depth and clarity of presentation of portfolio, value of ideas and information	1															

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

An entry level DSLR or above with interchangeable lenses.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au