Area of Interest: Arts and Design

Photography - Content Creation

Ontario College Diploma Program Code: 0030X01FWO

2 Years

Ottawa Campus

Our Program

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

The two-year Photography - Content Creation Ontario College Diploma program leverages photography production equipment to conceptualize, create and deliver media content for various industries, clients and platforms. You develop a professional level of technical abilities in digital imaging using high-end equipment and the Mac OS platform.

Learn the fundamentals and advanced photographic techniques to meet the needs of the content creation industry. Throughout the program, you use a variety of digital cameras, lenses and lighting equipment to assemble a body of work to showcase and market your skills and personal brand.

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

- multi-media content video creation and editing
- large format printing
- networking and self-employment
- photography business practices

In this program you create, capture and edit in our dedicated studio and print lab. The studio space is equipped with professional-level lighting systems and equipment to provide you with an authentic experience. Furthermore, our program`s print lab allows you to use sophisticated, large format print equipment to gain a competitive edge in the industry.

By participating in two work-integrated learning courses, you will gain authentic experience working with clients to produce creative content using the program`s facilities and equipment. You also organize and run an exhibition to showcase a body of work to the public, potential employers and industry representatives.

SUCCESS FACTORS

This program is well-suited for students who:

- Are self-motivated, personable and well-organized.
- Have an interest in photography.
- Have an aptitude for computer technology.
- Are creative.
- Enjoy problem solving.

Employment

There are many career opportunities in the content creation industry after graduation. Graduates may find employment or self-employment in visual imaging as General photographer/ videographer, photography assistant, visual content creation specialist, commercial and industrial photographer, architecture and real estate photographer, digital scanning and archiving technician,

wedding and portrait photographer, concert or event photographer, video editor, digital image retoucher, print and graphics technician, marketing coordinator, or art director.

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

Level: 01	Courses	Hours
ENL1813M	Communications I	42.0
MGT8100	Career and College Success Skills	42.0
PHO8706	Edit 1: Imaging Workflow	42.0
PHO8718	Output 1: Foundations of Printing	42.0
PHO8810	Capture 1: Camera and Lighting Basics	56.0
PHO8811	Creative 1: Composition and Design Elements	42.0
PHO8812	Photography Industry 1: Professional Practices	28.0
Level: 02	**Courses**	**Hours**
ENL0077	Professional Communication for Photography	42.0
PHO8726	Edit 2: Multimedia Workflow	42.0

PHO8760	Output 2: Print and Web Practices	42.0
PHO8820	Capture 2: Studio Lighting	56.0
PHO8821	Creative 2: VIsual Perception and Design	42.0
PHO8822	Photography Industry 2: Permissions and Procedures	28.0
Choose one from equivalencies:	**Courses**	**Hours**
GED0030	General Education Elective	42.0
Level: 03	**Courses**	**Hours**
PHO8749	Edit 3: Advanced Workflow	42.0
PHO8830	Production Agency 1: Learning Enterprise	42.0
PHO8831	Creative 3: VIsual Communication and Branding	42.0
PHO8832	Capture 3: Location Lighting	56.0
PHO8833	Output 3: Commercial Practice	42.0
PHO8834	Photography Industry 3: Self Employment	28.0
Choose one from equivalencies:	**Courses**	**Hours**
GED0030	General Education Elective	42.0
Level: 04	**Courses**	**Hours**
PHO8840	Production Agency 2: Learning Enterprise	42.0
PHO8841	Creative 4: VIsual Narratives	42.0
PHO8842	Capture 4: Advanced Studio Lighting	56.0
PHO8843	Output 4: Portfolio Development	42.0
PHO8844	Edit 4: Critical Applications	42.0
PHO8845	Photography Industry 4: Career Preparation	28.0

Fees for the 2023/2024 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 .

Further information on fees can be found by visiting the Registrar`s Office website at https://www.algonquincollege.com/ro .

Fees are subject to change.

Additional program-related expenses include:

- Books, digital imaging supplies and incidentals cost approximately $250 in the first year and $500 in the second year.

Admission Requirements for the 2024/2025 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).

- Submit a portfolio of 5 samples of your best work. Portfolio submission details can be found on the Algonquin College Additional Admission Requirements website: https://www.algonquincollege.com/admissionspackages .

- Mathematics, Grade 11 MBF3C or equivalent is recommended.

- 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; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: https://www.algonquincollege.com/access/ .

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

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Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: https://www.algonquincollege.com/access/ .

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 - CONTENT CREATION
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: https://algonquincollege.force.com/myACint/ .

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
Contact: https://www.algonquincollege.com/ro

Additional Information

Mathematics, Grade 11 MBF3C or equivalent, is recommended but not required.

Contact Information

Program Coordinator(s)

- Tracy Byers Reid, mailto:byersrt@algonquincollege.com , 613-727-4723, ext. 6419
- Denine Wrixon, mailto:wrixond@algonquincollege.com , 613-727-4723, ext. 6119

Course Descriptions

ENL0077 Professional Communication for Photography

Although photography is essentially a visual medium, photographers require strong writing and speaking skills to explain, defend, and promote their work. Whether one is writing a business letter, critiquing an image or interacting with stakeholders, strong written and verbal communication skills are crucial. Students further develop their research, professional presentation and writing skills through authentic activities related to the creative industry. Through a variety of written and oral exercises 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

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

MGT8100 Career and College Success Skills

To succeed at college, in the workforce, and in the community, we must adapt to changing environments, manage our time effectively, study efficiently, think independently and make difficult decisions. At the same time, we are often required to collaborate and cooperate with others, make use of available resources and services, cope with pressure and take responsibility for our learning and actions. Through discussions, assignments, and group work, students develop and apply these skills in a supportive and collaborative learning environment.

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

PHO8706 Edit 1: Imaging Workflow

Capturing photos can involve technical and aesthetic limitations that will require image editing. Therefore, Photographers require a foundation of how to adjust images to meet specific needs. Using photographic image processing software, students explore the basics of digital asset management for output sources. Through guided exercises and assignments, students explore the foundational skills of image editing.

Prerequisite(s): none

Corerequisite(s):none

PHO8718 Output 1: Foundations of Printing

Knowledge of printing requirements and limitations informs photographers on workflow practices and facilitates the desired outputs. Students explore 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

PHO8726 Edit 2: Multimedia Workflow

Editing techniques are a major element of the image making process which supports the creator's ability to produce impactful content. Students broaden their scope of working with photographic images, graphic elements and other formats of media editing. Through guided demonstrations and practical exercises students develop skills to produce images for various output sources.

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

PHO8749 Edit 3: Advanced Workflow

Understanding different forms of editing is crucial to photographers in the modern workforce. Students build on the intermediate skills learned , moving on to explore advanced forms of photographic images, graphic elements and video editing. Through guided demonstrations and practical exercises students develop the skills to produce content for various output sources.

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

PHO8760 Output 2: Print and Web Practices

Exploring various paper surfaces and mediums is essential for photographers in order to service clients. Students explore and apply the practical aspects of printing digital images at a professional level. Through a study of media, inks, printers and software, students expand their ability to produce outputs for print and web.

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

PHO8810 Capture 1: Camera and Lighting Basics

Understanding how to use professional-level digital cameras is critical as a photographer. Students use a digital camera with interchangeable lenses which are current within the photography industry. Students select appropriate exposure controls and focal length lenses to properly expose and frame their subjects. Students work with a variety of light sources in studio and on location. Through practical assignments, workshops and critiques, students develop their competencies in camera operation, lighting and exposure techniques.

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

PHO8811 Creative 1: Composition and Design Elements

Creating impactful images that communicate and engage the viewer is an essential skill for imagemakers. Students explore their creative side with a focus on the fundamentals of composition, photo history and visual communication. Through practical exercises, students explore various media types and genres of photography.

Prerequisite(s): none

Corerequisite(s):none

PHO8812 Photography Industry 1: Professional Practices

Opportunities in the photo industry are often created by the individual image maker and require an understanding of the importance of networking, industry practices and other soft skills in their industry. Students explore strategies to navigate their competitive industry and develop foundational and transferable employment skills. Through practical activities, case studies and projects, students begin to develop the professional skills needed to thrive in their industry.

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

PHO8820 Capture 2: Studio Lighting

Understanding the technical and creative applications of studio lighting is essential in professional photography. Students apply critical thinking to assess appropriate lighting equipment and positioning to complete studio assignments. Through practical assignments and hands-on workshops, students explore lighting, camera and composition techniques used in various genres of studio photography.

Prerequisite(s): PHO8810
Corerequisite(s):none

PHO8821 Creative 2: VIsual Perception and Design

Compositional guidelines and theories provide the photographer with a framework to critique their personal content and to provide feedback to others which ensures clear and impactful visual communication. Students draw upon historical, theoretical, and art-based references to critique the use of visual elements in various media. Students also develop methods to communicate their content and branding using different formats. Through practical exercises, critiques and a portfolio review, students develop their personal aesthetic and receive feedback on shared content, which will contribute to their future brand.

Prerequisite(s): PHO8811
Corerequisite(s):none

PHO8822 Photography Industry 2: Permissions and Procedures

Navigating the legal and professional practices in the photography industry can be complex; therefore, an awareness of the environment, culture and procedures is needed to function effectively as a working professional. Students further develop and apply soft skills and explore various types of permits and contracts to familiarize themselves with the people and environments they may encounter in the photography industry. Through authentic in-class activities and assignments, students develop the ability to operate ethically and legally, and to help preserve the reputation of their industry.

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

PHO8830 Production Agency 1: Learning Enterprise

Gaining industry experience in a supervised environment is a beneficial way to transition into working in a professional setting. Through this work integrated learning course, students work with clients under the supervision of faculty to apply their interdisciplinary content creation skills to authentic projects. Students leverage program facilities and equipment to create visual content to the specifications of stakeholders.

Prerequisite(s): PHO8726 and PHO8760 and PHO8820 and PHO8821
Corerequisite(s):none

PHO8831 Creative 3: VIsual Communication and Branding

Creating content in the photography industry requires collaboration between the photographer and the stakeholders they are working with to fulfil their requirements. Students take on the role of content creator/photographer to develop content for a mock client. Students focus on branding, writing for web and social media. Through critique sessions, students pitch and defend their work to ensure they are meeting the needs of stakeholders. Students develop their own authentic assignments with the guidance of an art director through a series of creative challenges.

Prerequisite(s): PHO8726 and PHO8820 and PHO8821
Corerequisite(s):none

PHO8832 Capture 3: Location Lighting

Working with light on location is an important skill for photographers. Expanding on the lighting and camera techniques previously explored, students work on location with both continuous and flash lighting. Through hands-on workshops, practical exercises, and assignments, students develop the techniques used to photograph on location in a variety of styles and genres.

Prerequisite(s): PHO8820
Corerequisite(s):none

PHO8833 Output 3: Commercial Practice

Colour management of printers, monitors and papers is a necessary skill for photographers. Students prepare images to print on industry standard printers and develop various types of branding and marketing materials. A variety of media types and fine arts papers are explored to complete in-class exercises and assignments.

Prerequisite(s): PHO8760
Corerequisite(s):none

PHO8834 Photography Industry 3: Self Employment

Self-employment is common in the photography industry. Understanding the financial aspects of the profession such as pricing, budgeting and managing records are fundamental responsibilities to operating in the industry. Furthermore, having a rationale for what you charge is essential for long-term success. Students are guided through the financial processes needed to function as self-employed individuals in the photography industry. Students explore planning, quoting and budgeting strategies commonly used among small business operators. Through authentic scenarios, exercises and the development of a business plan, students gain insight into how to effectively track costs and manage accounts.

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

PHO8840 Production Agency 2: Learning Enterprise

Developing positive client relationships is necessary in the photography industry. Through this work integrated learning course, under the continued support of faculty, students are provided with increased independence when working with clients. Students continue to apply their interdisciplinary content creation skills to authentic projects in studio, on location or through the student run print centre. Students continue to leverage their visual content creation skills in a variety of settings to produce work to the specifications of stakeholders.

Prerequisite(s): PHO8749 and PHO8822 and PHO8830 and PHO8831 and PHO8832 and PHO8833
Corerequisite(s):none

PHO8841 Creative 4: VIsual Narratives

Showcasing your abilities, specializations and style to potential clients and employers is essential to standing out in the competitive photography industry. In this culminating course, students apply their understanding of visual communication, media and production to develop their own creative challenges to contribute to the creation of their brand.?Students pitch and defend a customized self-promotion strategy in preparation for the photography industry. Through practical and

authentic creative challenges, students define the parameters of their work through a set of given constraints.

Prerequisite(s): PHO8831 and PHO8832
Corerequisite(s):none

PHO8842 Capture 4: Advanced Studio Lighting

Having the ability to analyze and apply lighting techniques critically to achieve a desired result is a skill that gives the photographer the ability to adapt and develop in their career. Students explore advanced lighting techniques used to photograph complex surfaces or settings for a variety of genres common in the photography industry. Through creative workshops, collaborative exercises, and self-directed projects, students develop their ability to create and apply advanced lighting techniques.

Prerequisite(s): PHO8832
Corerequisite(s):none

PHO8843 Output 4: Portfolio Development

Photographers need to market their abilities and experience to potential clients and employers. Developing a portfolio and promotional material are effective tools to convey their skills and interests to differentiate themselves from their competition. Students produce a professional level portfolio and promotional materials under the supervision of faculty. Advanced, practical colour management techniques are covered and a variety of print and display materials are used. Through consultations, paper tests, and practical exercises, students refine their output skills in a variety of substrates and multimedia.

Prerequisite(s): PHO8833
Corerequisite(s):none

PHO8844 Edit 4: Critical Applications

A photographer's ability to utilize and combine editing tools is a marketable and valuable skill to stand out in a competitive industry. Students focus on the practical applications of combining photographic images, graphic elements and video editing to explore how these skills can be combined to produce a well-rounded portfolio. Through guided demonstrations and practical exercises, students critically apply appropriate techniques to complete final projects and contribute to their portfolio.

Prerequisite(s): PHO8749
Corerequisite(s):none

PHO8845 Photography Industry 4: Career Preparation

The photography industry requires the ability to network, be personable and be resourceful. Many jobs will not be posted and may require photographers to seek their own career opportunities. Students practise essential employability skills expected in the photography industry. Students further refine their interview techniques, develop job search strategies and explore ways to apply their personal brand. Through practical scenarios, authentic assignments and mock interviews, students develop an awareness of the skills needed to compete in their industry.

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