



American University of Ras Al Khaimah

AURAK Syllabus Example

Course Title: Photography and Communication

Course Code: COMM 104

Credit Hours: 3

Semester and Academic Year: Fall 2018

Class Timing(s): Sunday, Tuesday, & Thursday from 9:00-9:50 in classroom: G204

Method of Instruction: This course is taught using the face-to-face method of instruction. Students will attend weekly lectures and outside of class timings prepare photography projects what will be presented in their photography portfolio.

Prerequisite course(s) and/or co-requisite courses, if applicable: None

Faculty Name: Dr. XXX XXXXXX

Contact Information and Office Hours: C-??, Dr. XXX XXXXXX
07 221 0500

doit.correct@aurak.ac.ae

Office Hours: 10:00am to 1:30 pm (daily) or by appointment

Course Description:

This course allows students to gain an aesthetic and creative understanding of photography. Students will be introduced to the history of photography, from its beginnings in the 1830's to the recent practices of photographers and artists working with the photographic technologies in the context of post-modernity. In addition, students will learn some basic digital photography skills, technical photographic terms and create their portfolios, which will be shared on Tumblr/Instagram or Flickr.

Additional Course Information:

This course is NOT an online course. COMM 104 is the introductory course in the Mass Communications program which lays the foundation for subsequent courses. At the end of this course the student will have the required skills to progress in their program of study.

Course Textbooks and Materials:

- Ang, Tom. (2018). *Digital photography, and introduction*. 5th Ed. Dorling Kindersley ISBN: 1465468625
- Sontag, Susan. (1971). *On photography*. London: Penguin (Available free of charge at: www.lab404.com/3741/readings/smgtag.pdf)

Other books:

- Stahel, Urs. (2003). *Well, what is photography?* Winterthur, Switzerland: Fotomuseum Winterthur.
- Freeman, M. (2016). *Photographer's pocket book*. 1st edition Lex gift. ISBN: 9781781573433 (Available for Kindle Readers at reduced fee)

Web Resources:

- https://monoskop.org/images/7/79/Benjamin_Walter_1931_1972_A_Short_History_of_Photography.pdf
- <https://eastman.org/>
- <https://eastman.org/collections-online>
- <http://www.canonoutsideofauto.ca/play/>
- <https://www.nikonschool.in/D-slrvideo>
- <https://aurak.ac.ae/files/aurak/aurak-catalog/AURAK-Catalog-AY-2018-2019.pdf>
- <https://aurak.ac.ae/files/aurak/handbook/Student%20Handbook.pdf>

Course Learning Outcomes (CLOs)

This course enables students to expand their understanding of the ways in which we construct and read images as well as gain technical proficiency. Photography is presented as a tool for individual creative expression, with an emphasis on technique and the development of visual literacy along with creative and aesthetic understanding of the medium. Students will learn to work with digital cameras and their work will culminate in a portfolio of original photographs that can be share with the peers.

Course Learning Outcomes At the end of this course, students should be able to:	
CLO 1	Describe visual texts in technical and theoretical terms.
CLO 2	Become familiar with multiple schools of thoughts in art history/visual studies.
CLO 3	Analyze culture, visual, aural, and spatial procedures with their historical and conceptual contexts.
CLO 4	Integrate theory in creative practices.
CLO 5	Use and describe basic technical and esthetic aspects of photography.

Program Learning Outcomes (PLOs) and Mapping Course to Program Learning Outcomes

Please see the APPENDIX for the Course to Program Learning Outcomes Mapping.

Assessment Activities

The dates for quizzes, exams, and submission of assignments are specified in the schedule. You will be graded in this class based on the number of points you earn for quizzes, exams written assignments, or other activities, including your class participation. Keep track of your scores in Blackboard.

Number of Activities and Grading Method	(5) Course Activities / Assignments 10%	(3) Quizzes 15%	(1) Mid-term Exam – 20%	(2) Portfolio & Presentation 20%	(1) Final Exam 35%
CLO 1	X	X	X		X
CLO 2	X	X	X		X
CLO 3	X	X	X		
CLO 4	X	X		X	
CLO 5	X	X	X	X	X

Grading Scale:

The grading system and scale for AURAK, as established by the Board of Trustees, is as follows:

AURAK Grading System and Scale		
Grade	Percentage Scores	Grade Points
A	95-100	4.0
A-	90-94	3.7
B+	86-89	3.3
B	83-85	3.0

B-	80-82	2.7
C+	76-79	2.3
C	73-75	2.0
C-	70-72	1.7
D+	66-69	1.3
D	60-65	1.0
F	0-59	0

Weekly Course Information

<p align="center">Schedule of Course Topics, Required Reading, and Assignments and Assessments (Including scheduling of laboratory, studio, external visit, and other non-classroom meeting sessions, as appropriate)</p>				
Week	Topic	Required Readings	Assignment, Assessment (with grade weighting) & Due Date	Mapping of CLO's to Assessments
1	9/2 Course Overview of COMM 104 and Introductions	None	---	---
	9/4 – Introduction to the course: Grading, Attendance Policies, Academic Integrity	AURAK Catalogue pgs. 34-38; Student Handbook pgs. 23-27	---	---
	9/6- Brief History of Photography	Walter – web Sontag, Pgs. 1-20 Stahel, Ch. 1	---	---
2	9/9- History of Photography, Photographic Processes Part 1	Eastman – web Video Series Chapters 1-4	---	1, 2, 3

	9/11 History of Photography, Photographic Processes Part 2	Eastman – web Video Series Chapters 5-8	---	1, 2, 3
	9/13 History of Photography, Photographic Processes Part 3	Eastman – web Video Series Chapters 9-12	---	1, 2, 3
3	9/16 Core Skills / Digital Camera	Ang, Ch. 1 (Freeman Ch. 1-2 – supplemental)	Assignment 1 (10% Total)	1, 2, 3
	9/18 Core Skills–Depth of Field & Rule of Thirds	Ang, Ch. 1 (cont.) (Freeman Ch. 1-2 – supplemental)	---	1, 2, 3
	9/20 Quiz 1 will be over History of Photography and the Photographic Processes.	Quiz will cover all reading up to this date.	Quiz 1 (15% Total)	1, 2, 3
4	9/23 Portrait Photography Types of Portrait Photography	Ang, Ch. 2	---	1, 3, 4, 5
	9/25 Portrait Photography Types of Portrait Photography	Ang, Ch. 2 (cont.)	---	1, 3, 4, 5
	9/27 Portrait Photography Types of Portrait Photography	Ang, Ch. 2 (cont.)	Assignment 2 (10% Total)	1, 3, 4, 5
5	9/30 Landscape Photography	Ang, Ch. 2 (cont.)	---	1, 3, 4, 5
	10/2 Photography Projects	Ang, Ch. 2 (cont.)	---	1, 2, 3, 5
	10/4 Quiz 2 – will cover core skills, and portrait photography	Ang, Ch. 1 & 2, Freeman 1 & 2	Quiz 2 (15% Total)	1, 2, 3, 5
6	10/7 Photography Shooting Activity/Photo Scavenger Hunt	Eastman Collections - online	---	2, 4
	10/9 Photography Shooting Activity/Photo Scavenger Hunt	Canon outside fauto website	---	2, 4
	10/11 Photography Shooting Activity/Photo Scavenger Hunt	Nikon school website	Submission of Scavenger Hunt Assignment 3 (10% Total)	2, 4
7	10/14 Image Development	Ang, Ch. 3	---	1, 2, 3
	10/16 Image Development/Buying Guide	Ang, Ch. 3 & 4	---	1, 2, 3
	10/18 Buying Guide Completed	Ang, Ch. 4	---	1, 2, 3
8	1021 Midterm Exam Review	Chapters 1-4 Core Skills and All reading to date	Completed Midterm Review Guide	1, 2, 3, 4, 5
	10/23 Midterm Exam - Will cover all topics covered since	All reading to date	Midterm (20% Total)	1, 2, 3, 5

	beginning of semester.			
	10/25 Review Midterm Exam Results	---	---	1, 2, 3, 5
9	10/28 Creation of Flickr Account	https://www.youtube.com/watch?v=Ut6NUTYjWkY	Assignment 4 (10% Total)	4, 5
	10/30 Final Portfolio Explained	---	---	4, 5
	11/1 Aperture & f-stops	https://www.youtube.com/watch?v=LPIVBLN4Pp0	---	4, 5
10	11/4 Basics of Photoshop	https://www.youtube.com/watch?v=pFyOznL9UvA	---	4, 5
	11/6 Basics of Editing, Color Correcting and Selective Edits using Photoshop	https://www.youtube.com/watch?v=pFyOznL9UvA	---	4, 5
	11/8 In-Class Assignment 5 Activity. Using Photoshop	https://www.youtube.com/watch?v=pFyOznL9UvA	Assignment 5 (10% Total)	4, 5
11	11/11 Photography Terms	Ang, Pgs. 28-49		4, 5
	11/13 The Golden Spiral	Ang, Pgs. 28-49	---	4, 5
	11/15 Quiz 3 - Will cover capabilities and limitations of Flickr and Photoshop, Photography terms and The Golden Spiral	All reading since Midterm	Quiz 3 (15% Total)	4, 5
12	11/18 Architecture Photography	Freeman, as resource	Work on Portfolio	4, 5
	11/20 Indoor Photography	Freeman, as resource	Work on Portfolio	4, 5
	11/22 Night Photography	Freeman, as resource	Work on Portfolio	4, 5
13	11/25 Cityscapes	Ang, 76-81	Work on Portfolio	4, 5
	11/27 Abstracts	Ang, 98-101	Work on Portfolio	4, 5
	11/29 Sports Photography	Ang, pp. 52-54	Work on Portfolio	4, 5
14	12/2 Practice / Portfolio Assignment	Freeman, as resource	Work on Portfolio	4, 5
	12/4 Practice / Portfolio Assignment	Freeman, as resource	Work on Portfolio	4, 5
	12/6 Practice / Portfolio Assignment	Freeman, as resource	Portfolio Assignment	4, 5

			Completion	
15	12/9 Student's Work Exhibition and Presentations	---	(Practical) Work exhibited (20% Total)	4, 5
	12/11 Student's Work Exhibition	---		4, 5
	12/13 Student's Work Exhibition	---	(Practical) Final Portfolio Submission (20% Total)	4, 5
16	DECEMBER 16, 2018 8:00 – 10:00 in Classroom H 201	All reading to date	Final Exam 35%	1, 2, 5

Attendance Policy

University policy is that students are to attend all classes and to arrive on time. Students are required to:

- Attend all learning and teaching sessions associated with their program of study.
- Notify their course instructors in advance (in person, by phone or e-mail) that they will be absent from time-tabled class sessions.
- Obtain prior permission from their instructor or course manager, for planned absences of two or more consecutive class sessions during the semester.
- Provide a medical certificate or other corroborating evidence to explain their absence, if required by the University.

Unsatisfactory student attendance includes failure to regularly attend learning and teaching sessions without providing a satisfactory reason to instructors for absence and/or persistent late arrival at, or early departure from, learning and teaching sessions. Where a student fails to attend classes for **four or more weeks cumulatively**, or where a recurring pattern of non-attendance is observed over the course of the semester, the instructor has the option of deeming that the student has failed the course, in which case that student may receive an "F (Fail)" or "U (Unsatisfactory)" grade, as appropriate. At this point, and at the instructor's recommendation, the dean also has the authority to instruct the registrar to remove or withdraw the student from the course.

Disability Accommodations

Students with disabilities may find they require additional support, services, or considerations. AURAK will endeavor to support students with disabilities or special needs where resources are available. Accommodations will be provided, for students with verified

needs, allowing equal access to educational facilities, programs, services, and activities at AURAK. Disability Accommodations are never applied retroactively – only students who have previously requested and have been approved for supporting accommodations can have them apply to a given academic semester/course. Students needing support must make the request from the Department of Counseling, Testing, and Disability Services located in Building H.

Other Relevant Policies

A. Academic Integrity

The Honor Code

The American University of Ras Al Khaimah strongly supports the concept of academic integrity and expects students and all other members of the AURAK community to be honest in all academic endeavors. The AURAK Honor Code can be found in the AURAK Student Handbook.

The role of the Honor Code and associated Academic Integrity Policy is to protect the academic integrity of the university, encourage consistent ethical behavior among students, and foster a climate of honorable academic achievement. The Honor Code is an integral part of university life and students are responsible, therefore, for understanding and abiding by the code's provisions. While a student's commitment to honesty and personal integrity is assumed and expected, this Code and associated policy and procedures provides clarity of expectations.

Expectations

Cheating, plagiarism, and all other forms of academic fraud are unacceptable; they are serious violations of university policy. AURAK expects all students to be familiar with university policies on academic integrity. The university will not accept a claim of ignorance – either of the policy itself or of what constitutes academic fraud – as a valid defense against such a charge.

Violations of Academic Integrity

Violations of academic integrity constitute academic fraud. Academic fraud consists of any actions that serves to undermine the integrity of the academic process or that gives the student an unfair advantage, including:

- Inspecting, duplicating or distributing test materials without authorization.
- Cheating, attempting to cheat, or assisting others to cheat – relevant here is the prohibition on being in possession of a mobile telephone or similar electronic device during a test or examination. In case such devices are found with a student, the student will be deemed to have attempted to cheat and will be subject to disciplinary action under the Student Academic Integrity Policy.
- Altering work after it has been submitted for a grade.
- Plagiarizing.

- Using or attempting to use anything that constitutes unauthorized assistance.
- Fabricating, falsifying, distorting, or inventing any information, documentation, or citation.

Plagiarism

One of the most common violations of academic integrity is plagiarism. Plagiarism can be intentional or unintentional. However, since each student is responsible for knowing what constitutes plagiarism, unintentional plagiarism is as unacceptable as intentional plagiarism and thus will bring the same penalties.

Plagiarism – submitting the work of others as one’s own - is a serious offense. In the academic world, plagiarism is theft. Information from sources – whether quoted, paraphrased, or summarized – must be given credit through specific citations. When a student paraphrases a work, it is still necessary to cite the original source. Merely rearranging a sentence or changing a few words is not sufficient. The citation style should be appropriate for the discipline and should clearly indicate the beginning and ending of the referenced material. All sources used in the preparation of an academic paper must also be listed with full bibliographic details at the end of the paper, as appropriate in the discipline.

Faculty and Student Expectations

- Every student, faculty member, and administrator is responsible for upholding the highest standards of academic integrity. Every member of the AURAK community shall honor the spirit of this policy by refusing to tolerate academic fraud.
- It is the responsibility of the instructor to provide students with additional guidelines for what constitutes “authorized” and “unauthorized” assistance.
- It is the responsibility of every student to see clarification if in doubt about what constitutes “authorized” and “unauthorized” assistance. In cases involving collaborative work, all students within the collaborative group may be help responsible for violating the code if any member of the group receives, accepts, or utilizes "unauthorized" assistance.
- Students are required to obtain permission prior to submitting work, any part of which was previously or will be submitted in another course. The instructor has the option of accepting, rejecting, or requiring modification of the content of previously or simultaneously submitted work.

A student who suspects that a violation of academic integrity has occurred should report the violation to the dean or to the Office of the Provost. In this report, the student should describe any action taken, such as talking with the person involved or with a faculty or staff member. Every effort will be made to preserve the anonymity of the student reporting the incident;

Possible penalties for academic fraud include: Formal warning, Reduction in grade for the assignment, Reduction in the grade for the course, A failing grade for the assignment, A failing grade (F) in the course, and/or Dismissal or Expulsion from the University.

Please refer to the relevant section in the *Student Handbook* and ensure a clear understanding of the provisions of the University Honor Code and the Student Academic Integrity Policy.

B. Concerns about grades or other course matters.

Students are responsible for their learning experiences. If you are concerned about a class matter, first discuss it with the instructor. If the matter is not resolved, the next step is to meet with the Chair of the department in which the course is taught. If you still have a concern, meet with the Dean of the school in which the course is taught. The matter is likely to be resolved before it reaches that point, but if it is not, then visit the Associate Provost for Academic and Student Affairs. Students who decide to “jump to the top” will be referred “back” to the appropriate next step.

C. Assignments

University policy is that assignments are due on the date assigned. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

D. Mobile Phones

All mobile phones, pagers and/or other communication devices should be turned off before entering the classroom. Students may NOT have mobile telephone or other electronic devices in their possession while completing examinations. Any violation will be deemed as having attempted to cheat.

E. Diversity and the Use of English

English is the common language of the AURAK campus for everyone. It is the only language to be used in the classroom. AURAK brings together students and faculty from diverse cultural and linguistic backgrounds, which is one of the strengths of the university. This diversity provides an opportunity to share our different experiences and enlarge our understanding of the world.

APPENDIX

Program Learning Outcomes (PLOs)

Program Learning Outcomes Upon completion of the program, students should be able to:	
PLO 1	Students will be able to use a variety of brainstorming techniques to generate novel ideas of value to solve problems.
PLO 2	Students will have sufficient mastery of one or more media to complete the technical and formal challenges pertinent to a body of original work.
PLO 3	Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
PLO 4	Students will develop behaviors such as curiosity, initiative, and persistence that will help them engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.

Mapping Course to Program Learning Outcomes

	PLO 1	PLO 2	PLO 3	PLO 4
CLO 1	high			
CLO 2		medium		low
CLO 3			high	
CLO 4	medium			high
CLO 5		low		medium