



UNIVERSITI TEKNOLOGI MARA

PCT260: COMMERCIAL AND ILLUSTRATION PHOTOGRAPHY II

Course Name (English)	COMMERCIAL AND ILLUSTRATION PHOTOGRAPHY II APPROVED		
Course Code	PCT260		
MQF Credit	4		
Course Description	This course provides in-depth study of professional commercial photography, focus on advertising. Students will explore on technical aspect; product arrangement, mastery the lighting control, and experiment on special effect in studio photography. Course work includes in depth study of advertising photography; shooting product, food & beverages, still life, architecture and industrial, travel and special effect in photography. The course also required students to prepare in producing quality photography portfolio.		
Transferable Skills	lighting,commercial advertising photography,experimental,skills,		
Teaching Methodologies	Lectures, Studio, Demonstrations, Practical Classes, Presentation		
CLO	CLO1 Become proficient at the technical aspect especially in controlling lighting and composing subject in order to producing commercial advertising photography images. (C3) CLO2 Demonstrate skill in the use of professional photography equipment and capability to produce higher quality portfolio. (P2) CLO3 3 Explore experimental photography in producing special effect and ready to work independently because they have been exposed with practical studio and outdoor based. (A2)		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Reference Book Resources</td><td><ul style="list-style-type: none">• Paul Martineau 2010, <i>Still Life in Photography</i>, Getty Publication• Kirk Tuck 2009, <i>Minimalist Lighting: Professional technique for StudioPhotography</i>, Amherst Media Inc.• David Praker 2010, <i>The Fundamental of Creative Photography</i>, AVA Publishing• Richard D. Zakia 2013, <i>Perception and Imaging: Photography A Way of Seeing</i>, CRC Press• Heje jan Kamps 2012, <i>Focus on Travel Photography: Focus on the Fundamental (Focus on Series)</i>, CRC• Allison Earnest Lighting for Product Photography: The Digital Photographer's Step – by – Step Guide to Sculpting with Light, Amherst media Inc. 2013, <i>Lighting for Product Photography: The Digital Photographer's Step – by – Step Guide to Sculpting with Light</i> Amherst media Inc.</td></tr></table>	Reference Book Resources	<ul style="list-style-type: none">• Paul Martineau 2010, <i>Still Life in Photography</i>, Getty Publication• Kirk Tuck 2009, <i>Minimalist Lighting: Professional technique for StudioPhotography</i>, Amherst Media Inc.• David Praker 2010, <i>The Fundamental of Creative Photography</i>, AVA Publishing• Richard D. Zakia 2013, <i>Perception and Imaging: Photography A Way of Seeing</i>, CRC Press• Heje jan Kamps 2012, <i>Focus on Travel Photography: Focus on the Fundamental (Focus on Series)</i>, CRC• Allison Earnest Lighting for Product Photography: The Digital Photographer's Step – by – Step Guide to Sculpting with Light, Amherst media Inc. 2013, <i>Lighting for Product Photography: The Digital Photographer's Step – by – Step Guide to Sculpting with Light</i> Amherst media Inc.
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Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		