UNIVERSITI TEKNOLOGI MARA

CPM431: PHOTOGRAPHIC VISUAL IMPACT

Course Name (English)	PHOTOGRAPHIC VISUAL IMPACT `APPROVED`
Course Code	CPM431

MQF Credit	3

Course Description	To expose students the fundamentals of effective images by putting "impact" on each images. Taking good pictures comes from developing the skills of seeing and the subjects will stressed on basic elements of beautiful images such as composing images, where to put the subjects, balance, depth, etc. The assignments will involved students with a practical in problem solving and train their eyes on seeing effectively impact images. Students need to be creative in the usage of each photographic element in order to produce impact images.

Transferable Skills	Creative and Innovative - Exposure to activities that promote creativity, Possess an analytically creative mind that can utilize available sources optimally, Demonstrate the ability to dream, imagine and visualize

Teaching Methodologies	Lectures, Practical Classes, Tutorial, Discussion, Presentation

CLO		
	CLO1	Explain the importance of Photographic Visual Impact towards the current trends and practice.
	CLO2	Display proper skills and techniques in Photography Visual Impact related field.
	CLO3	Study certain issues and explore new information on Photography Visual Impact

Pre-Requisite Courses	No course recommendations

Topics
1. Element in Photograph 1.1) Viewpoint 1.2) Format 1.3) The Subject 1.4) Background 1.5) Foreground
2. Putting The Subject 2.1) Rule of Third 2.2) 4 key point
3. Main Zones 3.1) Background 3.2) Main areas 3.3) Foreground
4. Horizon Line 4.1) Upper horizon 4.2) Middle horizon 4.3) Lower horizon
5. Space 5.1) Negative and Positive Space 5.2) Active and Dead Space

6. Project Critique 1 & 2
6.1) Presentation

7. Frame & Perspective
7.1) Foreground Frame
7.2) Perspective

8. Balance
8.1) Balance by size
8.2) Balance by tone
8.3) Symmetrical Balance
8.4) Dynamic

9. Project Critique 3 & 4
9.1) Presentation

10. Factor that make a picture look interesting & enhance the effects
10.1) Mood
10.2) Shape
10.3) Colour
10.4)
10.5) Weather
10.6) Time of the day
10.7) Filters

11. Seeking Out Shape & Form
11.1) Emphasizing shape
11.2) Discovering pattern
11.3) Revealing form
11.4) Conveying texture
11.5) Finding the right light
11.6) Effective Lighting

12. Project Critique 5 & 6
12.1) Presentation

13. Seeing in colour & colour harmony
13.1) How colour look together
13.2) Contrasting Colours
13.3)
13.4) Harmony in nature
13.5) Bleak harmony

14. Portfolio & Project Review
14.1) Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Presentation & sharing session on the self-exploration / new findings / related to' MQF LOD 7	20%	CLO3
	Assignment	Three assignments to show photography visual impact skills, related to MQF LOD2.	40%	CLO2
	Test	Two times tests related to the theories & techniques of photographic visual impact require student to gain knowledge to emphasize the attribute of 'knowledge' in MQF 1 LOD.	40%	CLO1

Reading List	Recommended Text	• **Haje Jan Kamps 2012**, *The Rules of Photography and when to Break Them*, **The Ilex Press Limited**
		• **Brooke Shaden 2013**, *Inspiration in photography: Training your mind to make great art a habit*
		• **Henri Cartier-Bresson 2015**, *Aperture masters of photography*
		• **Carl Heilman 2013**, *101 top tips for digital landscape photography*
		• **Ben Long 2015**, *Complete digital photography*
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	