UNIVERSITI TEKNOLOGI MARA
CPM452: PHOTOGRAPHIC IMAGING APPLICATION

Course Name (English)	PHOTOGRAPHIC IMAGING APPLICATION `APPROVED`
Course Code	CPM452

MQF Credit	3

Course Description	To expose the students on the fundamentals of post-processing studies; assigning the basic usage of the tool to the development of digital workflow. The designed projects or exercises, in which, allows the students a practical in problem solving, with the intention of generating plausible dynamic composition possible within the editorial process and greater understanding in the importance of quality imaging in the pre-process. Students are encouraged to be creative in the usage of art & graphic fundamentals into their composition.

Transferable Skills	knowledge practical skils information management lifelong learning

Teaching Methodologies	Lectures, Blended Learning, Case Study, Practical Classes, Tutorial, Problem Based Learning (PBL), Computer Aided Learning, Collaborative Learning

CLO	CLO1 Describes tools & techniques in Adobe Photoshop (or any current digital imaging software) CLO2 Display digital imaging skills in various photography genre CLO3 Demonstrates interest through self-exploration related to digital imaging.

Pre-Requisite Courses	No course recommendations

Topics
1. Starting with Photoshop 1.1) About Photoshop 1.2) The Photoshop Interface 1.3) The Toolbox & Option Bar 1.4) The Default Palettes
2. Photoshop Image & Color Basics 2.1) Basic Image Editing
3. Photoshop Tools 3.1) Parts of Toolbox 3.2) Toolbox Shortcuts 3.3) Tools Options
4. 1st Assignment Presentation & Correction (15%) 4.1) Technical efficiency 4.2) Understanding 4.3) Accuracy
5. Layer Styles 5.1) Photo Effects Using Layer Styles 5.2) Blending Modes & Object Effects
6. Restoration Photo, Retouching 6.1) Restoring Damage Photo 6.2) Retouching 6.3) Clone Stamp & Healing Tool

7. 2nd Assignment Presentation & Correction (15%) 7.1) Technical efficiency 7.2) Understanding 7.3) Accuracy
8. Image Manipulation 1 8.1) Combining Multiple Images 8.2) Correcting Perspective 8.3) Scaling
9. Image Manipulation 2 9.1) Colour & Lighting Match 9.2) Merging Layers
10. 3st Assignment Presentation & Correction 10.1) Technical efficiency 10.2) Understanding 10.3) Accuracy
11. Creative Composition 11.1) Making Realistic Composition
12. Typography 12.1) Choosing the right type 12.2) Adding effects to type
13. 4th Assignment Presentation & Correction (15%) 13.1) Technical efficiency 13.2) Understanding 13.3) Accuracy
14. Final Presentation / Work Submission 14.1) Final Project

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Lab exercises to show digital imaging skills, related to MQF LOD2	40%	CLO2
	Presentation	Presentation on the ideas and self –exploration finding in digital imaging related to information management and lifelong learning in MQF 7 LOD	20%	CLO3
	Test	Two times tests related to tools & techniques in Adobe Photoshop require student to gain knowledge to emphasize the attribute of 'knowledge' in MQF 1 LOD.	40%	CLO1

Reading List	Recommended Text	• **Daniela Bowker 2013, *Surreal Photography*, Ilex Press [ISBN: 9781781579985]** • **David Präkel 2012, *Basics Photography 01*, A&C Black [ISBN: 2940411778]** • **Brooke Shaden 2013, *Inspiration in Photography*, Focal Press [ISBN: 9781781579930]** • **Rick Doble 2010, *Experimental Digital Photography*, Pixiq [ISBN: 9781600595172]** • **Robert Hirsch 2010, *Exploring Color Photography*, Focal Press [ISBN: 0240813359]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	