



UNIVERSITI TEKNOLOGI MARA

EAD472: DESIGNING PHOTOGRAPHS

Course Name (English)	DESIGNING PHOTOGRAPHS APPROVED
Course Code	EAD472
MQF Credit	2
Course Description	Design photograph is very important aspect in creating a successful photograph. The ability to see the potential for a strong picture and then organize the design and principles elements into an effective, compelling composition has always been one of the key skills in making photographs. This course covers the important elements to produce effective and compelling composition. Students learn how the elements of composition can make the difference between an average and a great photograph and to recognize the best composition and how to design their own original photographs.
Transferable Skills	Demonstrate ability to dream, imagine and visualize Demonstrability to apply creative, imaginative and innovative thinking and ideas to problem solving
Teaching Methodologies	Lectures, Demonstrations, Tutorial, Discussion, Presentation, Journal/Article Critique
CLO	CLO1 Examine the use of camera, lenses, accessories and lighting control techniques in photographic composition research CLO2 Work on varieties of lighting technique skills and manipulates lighting characteristic in order to create creative images. CLO3 Demonstrates an ability to verbally ideate and communicate their images in a professional way.
Pre-Requisite Courses	No course recommendations
Topics	
1. Element of design 1.1) • Contrast 1.2) • Pattern, texture, many 1.3) • Line, shape, form 1.4) • Perspective and depth	
2. The line 2.1) • Horizontal lines in landscape and portrait format 2.2) • Vertical lines in landscape and portrait format 2.3) • Diagonal and oblique lines in landscape and portrait format	
3. first assignment 3.1) n/a	
4. Composing with color 4.1) • Color in composition 4.2) • Color relationship 4.3) • Muted color 4.4) • Black and white	
5. second assignment 5.1) n/a	
6. Framing the subject 6.1) • Communication and content 6.2) • Format 6.3) • Balance 6.4) • Subject placement	

7. The magic of light 7.1) • The direction of light 7.2) • Available light 7.3) • Overcast and rainy days
8. Assignment progress and correction 8.1) n/a
9. Seeing 9.1) • Centre of interest 9.2) • What is the image about
10. third assignment 10.1) n/a
11. Gestalt perception 11.1) • Figure and ground 11.2) • Visual weight 11.3) • Looking and interest
12. Seeing 12.1) • Emotional impact 12.2) • Reading my photograph
13. assignment progress and correction 13.1) n/a
14. final presentation and project submission 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Artistic vision	40%	CLO2
	Presentation	principles of Design	20%	CLO3
	Quiz	visual impact-On reading Photograph	40%	CLO1

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Bryan Peterson 2003, <i>Learning to see Creatively</i>, Watson-Guptill Publishing • George Barr 2008, <i>Take your photography to the next level</i>, O'Reilly Media Publishing • Harald Mante 2008, <i>The Photograph</i>, O'Reilly Media Publishing • Harold Davis 2010, <i>Creative Composition</i>, Wiley Publishing • Michael Freeman 2007, <i>The Photographers's eye</i>, Focal Press
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	