



## UNIVERSITI TEKNOLOGI MARA

### EAD473: FIELD WORK PHOTOGRAPHY

<b>Course Name (English)</b>	FIELD WORK PHOTOGRAPHY <b>APPROVED</b>
<b>Course Code</b>	EAD473
<b>MQF Credit</b>	2
<b>Course Description</b>	This course is designed to provide students with a basic understanding of still photography to document field activities in the tropical environment such as nature and illustrative conservation subjects. The approach will be photojournalistic or art in nature to transmitted detail information about artifacts. Photographers will have the opportunity to observe, photograph, and participate in activities involving the research of other students from other courses.
<b>Transferable Skills</b>	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
<b>Teaching Methodologies</b>	Lectures, Demonstrations, Practical Classes
<b>CLO</b>	CLO1 Explore the use of camera and field techniques as documentation tool in field research CLO2 Built up responsible attitude in any area research project CLO3 Develop the appreciation to nature and environmental through photograph
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to field photography</b> 1.1) understand type of photographs taken on site. 1.2) understand the roles of photography in research activities.	
<b>2. The technical aspects of photography</b> 2.1) Camera Controls and What They Do 2.2) Image File Type 2.3) White Balance 38 ISO (Amplification) 2.4) Exposure Mode 2.5) Using the Histogram and Highlights Information Screens 2.6) Focus Mode 2.7) Using the Menu System 2.8) Advanced Menu Options and Custom Settings 2.9) Using Modern Lenses 2.10) Camera Handling 2.11) Research and Planning 2.12) Visualization and the Art of Seeing 2.13) Pack for the Picture You Want	
<b>3. composition and the rules</b> 3.1) Designing a photograph in creating successful images. 3.2) The Psychology of Design and Its Role in Composition 3.3) Creating a Sense of Depth 3.4) The art of photographing nature (from snapshots into the realm of seeing) 3.5) Rules of Nature Photography	

<b>4. Critique session</b> 4.1) progress work check and presentation
<b>5. Close Up Photography</b> 5.1) The macro studio 5.2) Custom-Made Flash Brackets 5.3) Camera Supports 5.4) Close-Up Supplementary Lenses
<b>6. Critique session</b> 6.1) progress work check
<b>7. Nature and conservation photography 1</b> 7.1) Scenic, plants, animals, caves, birds and insects 7.2) Photography as a tool for the appreciation and conservation of nature
<b>8. Nature and conservation photography 2</b> 8.1) Tools and system 8.2) Scout the location
<b>9. Critique session</b> 9.1) progress work check
<b>10. Fieldwork &amp; outing</b> 10.1) field trip
<b>11. fieldwork and outing 2</b> 11.1) progress and image selection
<b>12. selection and editing, image enhancement</b> 12.1) Digital imaging workflow 12.2) Working with ADOBE 12.3) Open with camera raw 12.4) Digital Imaging process
<b>13. Stock image management</b> 13.1) Digital cataloguing system (captioning and recording data) 13.2) Establish self portfolio 13.3) Displaying images and finding markets.
<b>14. Final assignment (submission)</b> 14.1) submit assignment by students.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Research and Visual Documentation	30%	CLO1
	Assignment	Research and Visual Documentation 2	30%	CLO2
	Assignment	Final Project	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Alfred Wall, <i>Artistic Landscape Photography (The Literature of Photography) New Edition</i> [ISBN: 978-040504947]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Bryan Peterson, <i>Learning to see creatively: Design, Color &amp; composition in Photography</i>, 2013 Ed., Focal Press [ISBN: 978-160774827]</li> <li>John and Barbara Gerlach, <i>Digital Nature Photography: The Art and The Science</i>, 2007 Ed., Kindle Edition [ISBN: 978-04157424]</li> <li>David Präkel 2012, <i>Basics Photography 01: Composition 2nd Edition</i>, 2nd Ed., AVA Publishing SA Switzerland [ISBN: 978-29404117]</li> <li>Rob Sheppard 2013, <i>The Magic of Digital Nature Photography</i>, 2nd Ed., Pixiq Canada [ISBN: 978-145470813]</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources