



UNIVERSITI TEKNOLOGI MARA

COM156: DIGITAL PHOTO COMMUNICATION

Course Name (English)	DIGITAL PHOTO COMMUNICATION APPROVED
Course Code	COM156
MQF Credit	3
Course Description	The course is offered as a compulsory course for the semester 2 students of Faculty of Communication and Media Studies (FCMS). Its aim is to teach students to take and compose photographs using Single Lens Reflect (SLR) cameras and later edit and manipulate them in digital form. The students will be able to learn photo-editing software, example Photoshop and will be encouraged to enhance the photograph using their creativity. The students will also learn about picture composition as well as how to operate a digital SLR camera.
Transferable Skills	The students will also learn about picture composition as well as how to operate a digital SLR camera.
Teaching Methodologies	Lectures, Lab Work, Demonstrations, Field Trip, Discussion, Presentation
CLO	CLO1 Perform all the camera techniques in their profession career. CLO2 Show their potentials in developing creative and innovative idea to contribute to the media industry. CLO3 Illustrate and produce high quality materials for high end business and fulfilling the industrial needs.
Pre-Requisite Courses	No course recommendations
Topics	
1. Graphic Communication: The History of Photography 1.1) n/a	
2. Visual Communication: An Introduction 2.1) n/a	
3. Understanding the SLR Camera 3.1) n/a	
4. Aperture and Shutter Speed 4.1) n/a	
5. Still camera techniques 5.1) n/a	
6. Pictures Composition 6.1) n/a	
7. Introduction to Photoshop 7.1) n/a	
8. Using light and color 8.1) n/a	
9. Creative contents 9.1) n/a	
10. The different between the digital and film camera 10.1) n/a	
11. Learn the essentials for great photography 11.1) n/a	

12. Night photography 12.1) n/a
13. Photography and ethics 1 13.1) n/a
14. Photography and ethics 2 14.1) n/a

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Individual Project 1	40%	CLO2
	Individual Project	Individual Project 2	40%	CLO3
	Quiz	Quiz	20%	CLO1
Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Wylie, G 1990, <i>The Complete Photographer</i>, The National Press Photographers Association London • Curtin, Dennis P 2006, <i>A Short Course in Using Your Digital Camera</i>, http://www.shortcourses.com • Bargh, P. 2004, <i>Making your first contact sheet technique</i>, http://www.ephotozine.com • Bargh, P 2004, <i>Camera panning technique</i>, http://www.ephotozine.com • Bargh, P 2004, <i>Camera Shutter Speeds explained technique</i>, http://www.ephotozine.com • Bavister, S 2004, <i>Depth-of-field explained technique</i>, http://www.ephotozine.com 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			