Course Name (English)	INTRODUCTION TO PHOTO COMMUNICATION APPROVED
Course Code	COM264

MQF Credit	2

Course Description	The course is aimed for students to acquire the knowledge to use Digital Single Lens Reflex (DSLR) cameras as a tool to produce quality photos which is required in the industry of communication and mass media. The course includes learning the basic functions of DSLR and principles of lighting and exposure in the making of photos which is an essential elements of communication. In addition, the students will learn about picture composition and photo editing software (Adobe Photoshop) and will be encouraged to enhance the photograph using their creativity.

Transferable Skills	Team Work, Photography Skills, Producing quality photography products

Teaching Methodologies	Lectures, Lab Work, Demonstrations, Discussion, Presentation

CLO		
	CLO1	Explain creative techniques of photography related to communication and media industries.
	CLO2	Display creative photography skills in communication and media product.
	CLO3	Demonstrate information retrieval and management in photography e-portfolio.

Pre-Requisite Courses	No course recommendations

Topics
1. Graphic Communication 1.1) The History of Photography
2. Visual Communication 2.1) The Aspects of Visual Communication 2.2) The Communication Process
3. Photography and Ethics 3.1) The Ethics of Manipulation 3.2) Ethics and Photography
4. Understanding the SLR Camera 4.1) The Basic Camera Functions
5. Aperture and Shutter Speed 5.1) The Aperture 5.2) The Shutter Speed 5.3) The ISO
6. Depth of Field 6.1) Depth-Of-Field Explained Technique 6.2) The Factors That Can be Used to Control DOF 6.3) Common Techniques Using DOF
7. Panning 7.1) Camera Panning Technique
8. Picture Composition 8.1) Common Compositional
9. Using Light and Color in Film and Digital Camera 9.1) Film and Digital Cameras 9.2) Understand Color Temperature 9.3) Guide to Color Temperature

10. Creative Contents 10.1) Product Photography 10.2) The Horizon Line, Unusual Atmospherics and Reflections 10.3) Shadows and Patterns 10.4) The Unusual, Unexpected Angle and 24 Hours Landscape
11. The Difference Between Digital and Film Cameras 11.1) Digital Camera and Lighting 11.2) Digital Versus Film Quality Issues
12. The Essentials for Great Photography 12.1) The Quality of Level Settings
13. Night Photography 13.1) Low-Light and Night Photography
14. Editing with Adobe Photoshop 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	E-Portfolio	10%	CLO3
	Assignment	Individual (Lab Assignment)	30%	CLO2
	Assignment	Project	40%	CLO2
	Final Test	Test	20%	CLO1

Reading List	Recommended Text	Long, B 2015, *Complete Digital Photography*, 8th Ed., Cengage Learning PTR USA
	Reference Book Resources	Bennet, M 2017, *Digital Photographer*, Retrieved from http://www.dphotographer.co.uk
		Curtin, Dennis P 2017, *The Online Library of Digital Photography*, Retrieved from http://www.shortcourses.com on 25th July 2017.
		Faulkner, A. Chavez, C 2017, *Adobe Photoshop CC, Classroom in a Book (The Official Training Workbook from Adobe)* , Peachpit, Pearson Education San Francisco, California
		Kelby, S 2016, *The Best of The Digital Photography Book Series*, 1st Ed., Peachpit Press United States
		Peterson, B 2016, *Understanding Exposure*, 4th Ed., United States Crown Publishing Group Penguin Random House LLC, New York
		Taylor, D. Hallet, T. Lowe, P. Sanders, P 2015, *Digital Photography Complete Course*, 1st Ed., Penguin Random House Company
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	