



## UNIVERSITI TEKNOLOGI MARA

### COM413: DIGITAL PHOTO COMMUNICATION

<b>Course Name (English)</b>	DIGITAL PHOTO COMMUNICATION <b>APPROVED</b>
<b>Course Code</b>	COM413
<b>MQF Credit</b>	3
<b>Course Description</b>	The course introduces students to photo communication through the use of digital single lens reflex (DSLR) camera and image enhancement software which is significantly relevant to the field of communication and media studies. Students will learn the related equipment, functions of the camera and the principles of lighting and colour in addition to the mechanics of exposure to produce quality images. Students will also learn to produce creative images using a variety of techniques and progressively move to image composition. Topics includes the history of photography, its digital development, understanding camera exposure settings and lighting, photography techniques, creative contents, and ethics in photography. The course will prepare students to develop skills and make ethical judgments and decisions in photography. It will also develop students to demonstrate effective verbal and written communication related to visual presentations.
<b>Transferable Skills</b>	Photography technical skills Image composition skills
<b>Teaching Methodologies</b>	Lectures, Demonstrations, Field Trip, Practical Classes, Discussion
<b>CLO</b>	CLO1 Explain the principles, techniques, history and development of photography. CLO2 Demonstrate the ability to produce quality photo images using relevant practical skills in photography. CLO3 Display positive values and ethics through projects related photo images of different cultural backgrounds.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to visual communication and photography.</b> 1.1) Visual communication and photography. 1.2) Historical development of photography. 1.3) The introduction of DSLR and the digital development.	
<b>2. Ethics and issues in photography.</b> 2.1) Ethical approach for photographers and editors 2.2) Photography and issues in the age of digital photography	
<b>3. Introduction to digital single lens reflex (DSLR) camera.</b> 3.1) The DSLR features: parts, mode dial, image file and size. 3.2) Manual mode, shutter and aperture priority. 3.3) Understanding lenses, filters and metering.	
<b>4. Understanding lenses, filters and metering.</b> 4.1) Focal length and angle of view 4.2) Types of lens and lens speed 4.3) Filter systems and filter types 4.4) Understanding exposure meter	
<b>5. Shutter speed: Still, and motion blur.</b> 5.1) Understanding still and motion effect. 5.2) Freeze and blur using fast and slow shutter. 5.3) Panning technique.	

<p><b>6. Depth of field: Aperture, focal length and distance.</b>  6.1) Understanding depth of field.  6.2) Depth of field with change of aperture, focal length and subject distance.</p>
<p><b>7. Understanding light</b>  7.1) Understanding natural and artificial light.  7.2) Light modifier, reflector and diffuser.</p>
<p><b>8. Colour temperature</b>  8.1) Understanding colour temperature  8.2) The use of white balance</p>
<p><b>9. Rules and compositions</b>  9.1) Elements of composition.  9.2) Rule of thirds, simplicity, framing, leading lines and diagonal rule.</p>
<p><b>10. Low light photography</b>  10.1) Subjects and low light techniques.  10.2) Silhouette, floodlit, illuminated and light trails.</p>
<p><b>11. Portrait, nature, and landscape photography.</b>  11.1) Individual and group portrait photography  11.2) Nature and landscape photography.</p>
<p><b>12. Photojournalism and documentary photography</b>  12.1) Understanding photojournalism.  12.2) Understanding documentary photography.  12.3) Writing photo captions</p>
<p><b>13. Commercial photography</b>  13.1) Introduction to commercial photography.  13.2) Product photography, food photography and fashion photography.</p>
<p><b>14. Digital darkroom: Digital workflow and image enhancement software</b>  14.1) Understanding digital and traditional darkroom process.  14.2) Introduction to image enhancement software and editing.</p>

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment which requires students to produce digital photographs images of various techniques and compositions.	40%	CLO2
	Assignment	Assignment which requires students to communicate through photo essay using various techniques and compositions.	40%	CLO3
	Test	Written test related to the history, principles, techniques and compositions in photography.	20%	CLO1

  

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Doug Harman 2016, <i>The Digital Photography Handbook</i>, Quercus</li> <li>• Joseph Meehan 2010, <i>Capturing Time &amp; Motion. The Dynamic Language of Digital Photography.</i>, Lark Books.</li> <li>• DK 2016, <i>Beginner's Photography Guide</i>, Dorling Kindersley Ltd (GB) GB [ISBN: 978024124127]</li> <li>• Chris Weston 2009, <i>Mastering Your Digital SLR. How to Get the Most Out of Your Digital Camera</i>, Voyageur Press</li> <li>• Dave Huss 2004, <i>How To Do Everything With Digital Photography</i>, McGraw Hill</li> <li>• George Schaub 2004, <i>Amphoto Guide to Creative Digital Photography. Techniques for Mastering Digital SLR Camera.</i>, Amphoto Books.</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