



UNIVERSITI TEKNOLOGI MARA

GDT155: PHOTOGRAPHIC

Course Name (English)	PHOTOGRAPHIC APPROVED
Course Code	GDT155
MQF Credit	4
Course Description	Encourage students to explore photography field as image writer and enable those expanding in another field (photography). It also give a new exposure form and experience 'practical' imaging and produce creative idea in photography field. Photography and graphic is a strong and sustainable combination in this faculty. Knowledge in photography will generate creative and skilled mental development in producing skilled single designer and versatile in generating visual arts especially in graphic design.
Transferable Skills	Basic Photography, Creative Photography, Visual Composition
Teaching Methodologies	Lectures, Lab Work, Studio, Demonstrations, Tutorial, Discussion, Presentation
CLO	CLO1 Define the mechanism basics of a camera and understand its function. CLO2 Practise the operation and variety techniques of photography CLO3 Adopt the appropriate photography knowledge in the final product.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Syllabus Introduction to Photography 1.1) Definition of Photography 1.2) Types of Photography	
2. Camera 2.1) What is Camera 2.2) Types of Camera 2.3) Camera Function	
3. Introduction to SLR 3.1) What is SLR 3.2) Types of SLR 3.3) How to Operate 3.4) Focusing 3.5) Auto 3.6) Manual	
4. Aperture 4.1) What is Aperture? 4.2) What is F stop? 4.3) Introduction to Exposure Control	
5. Shutter Speed 5.1) How the shutter work 5.2) What is shutter 5.3) Panning	
6. Film and Digital Media 6.1) Types of film 6.2) ISO 6.3) Characters of film 6.4) Types of memory card 6.5) White balance	

7. Assessment 7.1) Aperture 7.2) Shutterspeed
8. Lens 8.1) Type of lens 8.2) How to use lens correctly
9. Filter 9.1) Types of filters 9.2) Function of filters and effects
10. Depth of Field (DOF) 10.1) How DOF works 10.2) Focal length 10.3) Compensation with shutter speed
11. Composition 11.1) Basic composition 11.2) Understanding Basic Composition 11.3) Basic focus point
12. Composition 12.1) Basic composition 12.2) Understanding Basic Composition 12.3) Basic focus point
13. Composition 13.1) Basic composition 13.2) Understanding Basic Composition 13.3) Basic focus point
14. Final Assessment 14.1) Composition

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	An experiment on low, medium and high aperture to differentiate on the lighting and background using three difference of f-number settings. By having this study, students will learn the theory and practical for understanding about aperture using DSLR camera only.	20%	CLO1
	Assignment	An experiment on low, medium and high setting of shutter speed to differentiate on the moving objects using three difference of shutter settings. By having this study, students will learn the theory and practical for understanding about shutter speed using DSLR camera only.	20%	CLO1
	Assignment	An experiment on aperture, shutter speed, and iso setting to provide good and creative image for promoting product or service/public service in advertising. Students are allowed to use any suitable settings according to the situation. By having this study, students will learn the theory and practical for understanding about camera setting for advertising image by using DSLR camera.	20%	CLO2
	Assignment	Using all basic applications of photography techniques (aperture, shutter speed, ISO) to produce a creative photography that can be commercially used in graphic design. Composition is one of important components in photography in order to visualize creative image. Students are freely to choose any suitable aperture and shutter speed settings, lens and filters only in MANUAL MODE according to the situation/topic chosen. Students can also use any technique of production setting on camera (colour/monochrome/vivid/sephia). By doing this assignment, students will learn the theory and practical for understanding about creative composition, angle and shot using DSLR camera.	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Kelby 2009, <i>The Digital Photography Book</i>, 3 Ed., Peachpit Press California • Freeman 2007, <i>The Photographer's Eye: Composition and Design for Better Digital Photos</i>, Focal Press Massachusetts • McNally 2009, <i>The Hot Shoe Diaries: Big Light from Small Flashes</i>, New Riders Press California • Hunter 2007, <i>Light: Science and Magic: An Introduction to Photographic Lighting</i>, Focal Press Massachusetts • Evening 2008, <i>Adobe Photoshop CS4 for Photographers: A Professional Image Editor's Guide to the Creative use of Photoshop for the Macintosh and PC</i>, Focal Press Massachusetts
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	