



UNIVERSITI TEKNOLOGI MARA

PCT250: ADVERTISING PHOTOGRAPHY

Course Name (English)	ADVERTISING PHOTOGRAPHY APPROVED		
Course Code	PCT250		
MQF Credit	4		
Course Description	This course provides in-depth study of professional commercial photography. The segments, business practices, tools, techniques and application are explore via demonstration and assignments. Course work includes in depth study of advertising photography and product illustration studio and location camera techniques and lighting, model, food and architectural photography, layout specification and art direction, cooperation, and stock photography, digital imaging application and current commercial business practices. The course also needs the students to apply critical thinking and creative problem solving techniques by developing new idea, theories and using laboratory process.		
Transferable Skills	The student should able to: 1) Generate the next wave of commercially pro active photographers, those who want to push the boundaries and challenge industry perception. This is a focused course for creative thinkers who have the ambition and drive to work within the photographic industry. 2)Students should enter the industry as educated photographers, able to engage in the broad dialogue that is expected of creative professionals. 3)Graduates should be thoroughly prepared to successfully perform the duties required in entry-level positions within the commercial photography industry.		
Teaching Methodologies	Lectures, Studio, Tutorial, Presentation		
CLO	CLO1 1. Generate the next wave of commercially pro active photographers, those who want to push the boundaries and challenge industry perception. This is a focused course for creative thinkers who have the ambition and drive to work within the photographic industry. CLO2 Students should enter the industry as educated photographers, able to engage in the broad dialogue that is expected of creative professionals. CLO3 Graduates should be thoroughly prepared to successfully perform the duties required in entry-level positions within the commercial photography industry.		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">• Roger Hicks 1997, <i>Portraits: A Guide to Professional Lighting Techniques (Pro Lighting)</i>, Rotovision [ISBN: 978-082306522]• John Child 2005, <i>Studio Photography: Essential Skills (Photography Essential Skills)</i>, 3rd Ed., Focal Press [ISBN: 0 240 51979 5]• Ken Burtenshaw 2011, <i>The Fundamentals of Creative Advertising</i>, 2nd Ed., AVA Publishing [ISBN: 978-294041156]</td></tr></table>	Recommended Text	<ul style="list-style-type: none">• Roger Hicks 1997, <i>Portraits: A Guide to Professional Lighting Techniques (Pro Lighting)</i>, Rotovision [ISBN: 978-082306522]• John Child 2005, <i>Studio Photography: Essential Skills (Photography Essential Skills)</i>, 3rd Ed., Focal Press [ISBN: 0 240 51979 5]• Ken Burtenshaw 2011, <i>The Fundamentals of Creative Advertising</i>, 2nd Ed., AVA Publishing [ISBN: 978-294041156]
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Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		