



UNIVERSITI TEKNOLOGI MARA

PCT315: MAJOR PROJECT

Course Name (English)	MAJOR PROJECT <b>APPROVED</b>		
Course Code	PCT315		
MQF Credit	6		
Course Description	Students will be evaluated based on the level of knowledge and skills of the students in completing assigned tasks and provide printed quality portfolio presentation which showing their best skills in photography. Students will be given instruction in both the artistic sensibilities and the technical mastery of photography and required to complete the project which has been set according to the specified field. At the end of the course, students are required to provide a sketch book or 'visual diary' as a supporting evidence contains full and detailed report of the initial process of concepts and ideas, research resources and implementation tasks. This course not only ensures students understand the techniques and skills of photography, but also adds a deeper understanding of entrepreneurial basics that will help them better understand how great entrepreneurial photography is made.		
Transferable Skills	1. Demonstrate (A3) ethics and professionalism in major project. 2. Display (P4) proper skills and techniques in Major Project. 3. Follow (A3) plan and manage time in completing a task.		
Teaching Methodologies	Lectures, Studio, Field Trip, Tutorial, Presentation		
CLO	CLO1 1. Demonstrate (A3) ethics and professionalism in major project. CLO2 2. Display (P4) proper skills and techniques in Major Project. CLO3 3. Follow (A3) plan and manage time in completing a task.		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none"><li>• Jennifer Emery 2015, <i>Lighting Design for Commercial Portrait Photography</i>, Amherst Media Buffalo [ISBN: 978-1-60895-8]</li><li>• Enzo Dal Verme 2016, <i>Storytelling for Photojournalists: Reportage and Documentary Photography Techniques</i>, Amherst Media [ISBN: 9781682030004]</li><li>• Allison Earnest 2019, <i>Lighting for Product Photography</i>, Amherst Media [ISBN: 9781682034064]</li><li>• Rohn Engh, Mikael Karlsson 2016, <i>Sell &amp; Re-Sell Your Photos: Learn How to Sell Your Photographs Worldwide</i>, Penguin [ISBN: 9781440344374]</li><li>• Martin Keene 2015, <i>Practical Photojournalism</i>, Ammonite Press [ISBN: 9781781451175]</li></ul></td></tr></table>	Recommended Text	<ul style="list-style-type: none"><li>• Jennifer Emery 2015, <i>Lighting Design for Commercial Portrait Photography</i>, Amherst Media Buffalo [ISBN: 978-1-60895-8]</li><li>• Enzo Dal Verme 2016, <i>Storytelling for Photojournalists: Reportage and Documentary Photography Techniques</i>, Amherst Media [ISBN: 9781682030004]</li><li>• Allison Earnest 2019, <i>Lighting for Product Photography</i>, Amherst Media [ISBN: 9781682034064]</li><li>• Rohn Engh, Mikael Karlsson 2016, <i>Sell &amp; Re-Sell Your Photos: Learn How to Sell Your Photographs Worldwide</i>, Penguin [ISBN: 9781440344374]</li><li>• Martin Keene 2015, <i>Practical Photojournalism</i>, Ammonite Press [ISBN: 9781781451175]</li></ul>
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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		