UNIVERSITI TEKNOLOGI MARA

PCT603: EVENT PHOTOGRAPHY

Course Name (English)	EVENT PHOTOGRAPHY `APPROVED`
Course Code	PCT603

MQF Credit	2

Course Description	This course is designed for student who interested in learning the professional techniques associated with venue or event photography. Topic covered will include government, corporate event, music, sport and etc. Students will gain hands-on knowledge and learn practical shooting skills. The students also will be introduced to the photography business opportunities in the event area.

Transferable Skills	Demonstrate professional skills, knowledge and competencies. Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts

Teaching Methodologies	Lectures, Blended Learning, Practical Classes, Tutorial, Presentation

CLO	CLO1 Able to prepare and planning for outdoor shooting. CLO2 Able to analyze, modify, and control lighting situations, exposure and contrast to create images with desired communication impact. CLO3 Able to develop styles and the aesthetic details that is expected of event photography.

Pre-Requisite Courses	No course recommendations

Reading List	**Reference Book Resources**	Cantrell B, Cohen 2000, *The art of Wedding Photography.Professional* , Ed., , Amphoto Book [ISBN:] Davis C. 2007, *Start Your own Photography Business*, Ed., , Studio, Freelance, Gallery, Events Entreprene [ISBN:] Egan J 2007, *Marketing Communication- Thompson learning.* , Ed., , [ISBN:] Paterson, Bryan 2006, *Learning to See Creatively: Design, Color & C*, Ed., , [ISBN:] Johnson, Glen, 2006, *Digital Wedding Photography: Capturing Beaut*, Ed., , USA: Wiley [ISBN:]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	