



UNIVERSITI TEKNOLOGI MARA

PMA413: DIGITAL IMAGING APPLICATION

Course Name (English)	DIGITAL IMAGING APPLICATION APPROVED				
Course Code	PMA413				
MQF Credit	2				
Course Description	This course aims to provide students with an opportunity to learn the basic photography using a digital camera focusing on skills useful for a graphic designer or a printer. Students will be exposed to the basic operation of a digital camera, composition, camera controls, exposure, and basic image enhancement for creative use. This knowledge will be useful in ensuring that the best quality image is use for print production.				
Transferable Skills	Manipulating Image, Analytics				
Teaching Methodologies	Lectures, Tutorial				
CLO	CLO1 Identify the components in digital photography. CLO2 Explain image using different file formats and using low and high quality images for print application. CLO3 Manipulate images using photo editing software to produce desirable high quality images for print application.				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">Gatcum, C. 2015, <i>The Complete Book of Photography: The Essential Guide to Taking Better Photos</i>, AE Publications.Kriss, M 2015, <i>Handbook of digital imaging</i>. West Sussex, John Wiley & Sons, Inc.</td></tr><tr><td>Reference Book Resources</td><td><ul style="list-style-type: none">Eismann, Katri 2014, <i>Color management & quality output: working with color from camera to display to prin</i>, Burlington, MABen Long 2014, <i>Complete Digital Photography</i>, Cengage Learning [ISBN: 9781305258723]Peterson, B 2015, <i>Learning to see creatively: Design, color, and composition in photography</i>, Amphoto Books.</td></tr></table>	Recommended Text	<ul style="list-style-type: none">Gatcum, C. 2015, <i>The Complete Book of Photography: The Essential Guide to Taking Better Photos</i>, AE Publications.Kriss, M 2015, <i>Handbook of digital imaging</i>. West Sussex, John Wiley & Sons, Inc.	Reference Book Resources	<ul style="list-style-type: none">Eismann, Katri 2014, <i>Color management & quality output: working with color from camera to display to prin</i>, Burlington, MABen Long 2014, <i>Complete Digital Photography</i>, Cengage Learning [ISBN: 9781305258723]Peterson, B 2015, <i>Learning to see creatively: Design, color, and composition in photography</i>, Amphoto Books.
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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				