



UNIVERSITI TEKNOLOGI MARA

AAR425: INTRODUCTION TO PHOTOGRAPHY

Course Name (English)	INTRODUCTION TO PHOTOGRAPHY APPROVED
Course Code	AAR425
MQF Credit	2
Course Description	This course covers the study in photography and digital imaging. It deals with the basic knowledge of the mechanisms of camera, processes of developing the film until the final stage of presenting and mounting of the image. Creative imaging techniques will be introduced.
Transferable Skills	Reflective Learner Effective Communicator
Teaching Methodologies	Lectures, Blended Learning, Demonstrations, Field Trip, Practical Classes, Tutorial, Discussion, Presentation, Workshop, Small Group Sessions
CLO	CLO1 Describe the theories and techniques of photography. CLO2 Manipulate the ability to use photographic tools and technics for visual presentation.
Pre-Requisite Courses	No course recommendations
Topics	
1. Hardware 1.1) Study on the use of the camera, lens, filters, lights and films.	
2. Light Sources 2.1) Types and characteristics of lamps. Understand and able to apply daylight and electronic flash	
3. Composition 3.1) The essential skills to record interesting images by understanding the atmosphere of a subject (eg. Tranquil rural setting or a stormy sea) and the character of the subject. The guidelines of artistic compositions will be covered.	
4. Digital Imaging 4.1) Understand and able to use the digital camera . 4.2) at least one of following image processing software will be taught: Adobe Photo Deluxe, Microsoft Picture It., and MGI Photo Suite. 4.3) covers the process of image enhancement and the final Computerized print of the final image.	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assessment on student's understanding of theories and techniques of photography.	20%	CLO1
	Assignment	Assessment on student's ability to produce photograph of specific photographic techniques.	30%	CLO2
	Assignment	Assessment on student's ability to produce photograph of specific photographic techniques.	50%	CLO2

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Long.B 2009, <i>Complete Digital Photography</i>, Ed., , Charles River Media [ISBN:] • Company.D 2007, <i>Art and Photography : Themes and Movements</i>, Ed., , Phaidon [ISBN:] • Ang, T 2008, <i>Digital photography Masterclass</i>, DK Publishing Inc United States of America • Freeman, M 2007, <i>The Photographer's Eye: Composition and Design for Better Digital Photos</i>, Focal Press Oxford UK • Freeman, M 2006, <i>The Complete Guide to Digital Photography</i>, Lark Books
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	