



UNIVERSITI TEKNOLOGI MARA

EAD217: DIGITAL PHOTOGRAPHY

Course Name (English)	DIGITAL PHOTOGRAPHY APPROVED
Course Code	EAD217
MQF Credit	2
Course Description	Digital Photography is designed to develop student skills in pixel based photographic design. The students learn how to take digital photos. In this course, several element of photography will be discussed for example camera control, exposure, light, composition, color etc. will be reflected on.
Transferable Skills	Student should be able to work on skills using digital photography tools and various features on digital camera.
Teaching Methodologies	Lectures, Practical Classes, Tutorial, Presentation
CLO	CLO1 Understand the function of basic digital camera such as camera mode, camera controls, exposure measurement and camera equipment. (C1) CLO2 Work on skills using digital photography tools and various features of the camera to have creative control. (P3) CLO3 Demonstrates and compose, work with and process photography's. (A2)
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction 1.1) • Introduction to Digital Photography 1.2) • Types of Digital Camera 1.3) • The roles photographs play	
2. 2. Digital Camera systems 2.1) • Camera Part and function 2.2) • Shooting Mode 2.3) • How view cameras work	
3. 3. Shutter system 3.1) • Types of shutter 3.2) • Shutter speed and action	
4. 4. Aperture 4.1) • Introduction of aperture and f-numbers 4.2) • Depth of Field 4.3) • Bracketing	
5. 5. Exposure Measurement 5.1) • White Balance color Temperature 5.2) • ISO 5.3) • Interpreting the meter reading	
6. 6. Image Sensor 6.1) • Image Sensor and Pixels 6.2) • Image Size and Resolution 6.3) • CCD and CMOS	
7. 7. Film vs Digital 7.1) • Application for the Digital media 7.2) • Understanding the Limitation 7.3) • Image files and Compression	

8.8. Lens 8.1) • Focal length & Angle of View 8.2) • Varieties and Function 8.3) • Lens Problem 8.4) • Lens care
9.9. Camera Accessories 9.1) • Filter 9.2) • Tripod 9.3) • Electronic Flash 9.4) • Memory Card
10. Test 10.1) n/a
11. Basic Photography Lighting 11.1) Light Source 11.2) The quality of light 11.3) The direction of light
12. Photography Composition 12.1) What is composition 12.2) The element of composition 12.3) The functions of composition 12.4) The rule of third
13. Final Discussion and work Preparations 13.1) n/a
14. Finishing and Presenting Work 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Presentation	25%	CLO3
	Assignment	Basic Photography	60%	CLO2
	Test	Written Test	15%	CLO1

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Doug Harman 2008, <i>The Digital Photography Handbook</i>, Quercus Publishing Plc. • Michael Langford, Efthimia Bilissi 2008, <i>Langford's Advanced Photography 7th Edition</i>, Focal Press. • John Freeman 2007, <i>Digital SLR Handbook</i>, HarperCollins Publishers Ltd. • Michael Langford, Philip Andrews 2005, <i>Starting Photography 4th Edition</i>, Focal Press • Jay Dickman, Jay Kinghorn 2009, <i>Perfect Digital Photography 2nd Edition</i>, Mc Graw Hill Companies New York • Freeman 2007, <i>The Photographer's Eye: Composition and Design for Better Digital Photos</i>, Focal Press Massachusetts
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	