



UNIVERSITI TEKNOLOGI MARA

EAD471: FUNDAMENTAL OF DIGITAL PHOTOGRAPHY

Course Name (English)	FUNDAMENTAL OF DIGITAL PHOTOGRAPHY APPROVED
Course Code	EAD471
MQF Credit	2
Course Description	The course objectives are to introduce the student to the technical aspects of photography. Students will be expected to demonstrate an ability to effectively use the Digital SLR camera, mainly emphasis on manual over-ride mode, with the introduction to entry-level professional digital photography and to understand the theories of quality imaging through photography. Designing the projects or exercises, in which, allows the students a practical in problem solving, with the intention of generating plausible dynamic composition possible. Students are encouraged to be creative in the usage of art & graphic fundamentals into their composition. The students will have a comprehensive knowledge in the usage of the camera throughout from pre-visualization towards the understanding of the digital workflow.
Transferable Skills	Digital Photography Fundamentals knowledge Practical skill Artistic vision communication skill
Teaching Methodologies	Lectures, Demonstrations, Tutorial, Discussion, Presentation
CLO	CLO1 Develop and improving the critical evaluation by-selection of composition within the rectilinear frame-of-reference CLO2 Build up their confidence in photography with professional means by the end of the study CLO3 Apply the fundamentals of photography studies; assigning the basic usage of the tool to produce better images.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Fundamental Of Imaging Photography 1.1) • The Introduction of the SLR Camera 1.2) • History Briefing of Photography 1.3) • History Briefing of Photography	
2. The Viewfinder & the Rangefinder Camera 2.1) • Principle Of Photography Imaging 2.2) • Lenses & the Apparatus 2.3) • Filter & its effects	
3. Aperture & Shutter Speed Principles 3.1) • The Principle of Depth-of-Field 3.2) • The Perfect Exposure 3.3) • Over & Under Exposure	
4. Light meter: An Introduction 4.1) • Perfect Metering 4.2) • Metering Problems	
5. Composition Rules Pt I 5.1) • Framing and Golden section 5.2) • Rule of third	
6. Composition Rules Pt II 6.1) • Basic Element –Dot, line, shape, volume, and etc	

7. Studio Lighting & the Set-up 7.1) • Introduction to studio lighting & set-up 7.2) • Tools, equipment and material
8. Submission Minor Project (60%) 8.1) Accumulation of Project Assessment
9. Architecture Photography 9.1) Architecture Photography
10. Mix Lighting Situation 10.1) • Introduction to mix lighting
11. Interior vs. Exterior 11.1) • Introduction to intro vs. exterior
12. Micro & Close-up Photography 12.1) • Introduction to micro & close-up photography
13. Low-Light Photography Introduction 13.1) Low-Light Photography Introduction
14. Submission Major Project (40%) 14.1) Submission of Final Project.

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Project - Understanding and knowledge	30%	CLO3
	Assignment	Project - Technical skill and knowledge	30%	CLO2
	Assignment	Project - Artistic vision and skill	40%	CLO1
Reading List	Recommended Text	<ul style="list-style-type: none"> • Langford, Micheal 2005, <i>Langford's Starting Photography, Fourth Edition: A guide to better pictures for film and digital camera users</i> • Rosenblum, Naomi 1997, <i>A World History of Photography</i>, Abbeville Press, Inc. • Saunders, W. S 1990, <i>Modern Architecture: Photographs</i>, Ezra Stoller • Naegele, D. 1998, <i>Photography and Architecture', History of Photography</i>, 22 		
	Reference Book Resources	<ul style="list-style-type: none"> • Barrett, Terry 1999, <i>Criticizing Photographs: An Introduction to Understanding Images</i>", McGraw-Hill • Schaefer, John Paul 1999, <i>"Ansel Adams Guide: Basic Techniques of Photography, Vol. 1</i>, Bulfinch Publication 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			