UNIVERSITI TEKNOLOGI MARA

PCT200: COMMERCIAL ILLUSTRATION PHOTOGRAPHY

Course Name (English)	COMMERCIAL ILLUSTRATION PHOTOGRAPHY APPROVED
Course Code	PCT200

MQF Credit	4

Course Description	This course will include the development of basic studio & lighting techniques. The Program begins with a core of basic skills designed to teach students to accurately manipulate lighting in order to get exact results as well as to make creative studio imagery from portraiture to product, students will train on: studio equipments use, Exposure and Tonality control, Basic Portraiture lighting ,Background control ,Ambient and strobe light mix and basic special effects.

Transferable Skills	Basic Studio Daylight Studio Portable Studio Designing a studio /basic requirements/layout and management.

Teaching Methodologies	Lectures, Studio, Demonstrations, Presentation

CLO	CLO1	Attain the competence and self-sufficiency necessary to sustain their development in studio photography visualize solution and application of variety lighting, as well as to prepare them with the essential skills and creativity to venture into the challenging market in photography.
	CLO2	Demonstrate their understanding of fashion photography [loose and tight light], lighting and styling food and other types of lighting.
	CLO3	Demonstrate their understanding of lighting glass objects using overhead lights and using reflectors to control light in as scene.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to the Course 1.1) Basic Studio 1.2) Daylight Studio 1.3) Portable Studio 1.4) Designing a studio /basic requirements/layout and management.
2. Camera for the studio 2.1) 35 mm Digital Camera and Digital Medium Format Camera
3. Studio Equipments 3.1) Multiple 3.2) Electronic Flash 3.3) Reflection and Softening
4. Basic of Product Photography 4.1) Concept and Idea 4.2) Visual Layout 4.3) Lighting 4.4) Props & Set 4.5) Background Design
5. Lighting Transparent object Basic of Food and Still Life Photography 5.1) Basic Set-Up & Lighting For and Still Life Shooting 5.2) Arrangement of Food & Beverages

6. Controlling Reflection Object
6.1) Tent Lighting
6.2) Bounce Light
6.3) Diffusion Screens

7. Creative Background Lighting
7.1) Graduated Background
7.2) Hot Spot Background
7.3) Multi Color
7.4) Make-Up/Stylist
7.5) Background Design
7.6) Media Usage

8. Basic of Portrait Photography
8.1) Concept and Idea
8.2) Lens & Lighting
8.3) Props/Set/Wardrobe
8.4) Talent/Model

9. Basic Lighting for Portraiture
9.1) Butterfly Lighting
9.2) Triangle Lighting
9.3) Rembrandt Lighting
9.4) Broad Lighting
9.5) Short Lighting

10. Posing and Composition
10.1) Subject Positioning
10.2) Three-Quarter-And Full-Length Poses
10.3) Direction in Portraits
10.4) Composition

11. Lighting For Close Up
11.1) Outdoor
11.2) Studio

12. Basic Lighting for Outdoor
12.1) Finding The Right Light
12.2) Fill In The Light
12.3) Background Control
12.4) Diffusion Screens
12.5) Direct Sunlight
12.6) Using Flash Outdoor

13. Basic of Fashion and Wedding Photography
13.1) Basic Set & Lighting For Fashion And Wedding Shooting

14. Major Assignments Assessment
14.1) Critic Session and Presentation

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	This project is designed to: Promoting product with model Explore and creative light	12%	CLO1
	Assignment	This project is designed to: An in-depth look at what makes up a professional photo studio Exposure to the lighting for the image The set and the crew Proposal and personal projects	12%	CLO2
	Assignment	This project is designed to: Understanding composition type of light. Overview studio techniques, a greater understanding of brand identity in visual language and gaining portfolio imagery. Create scene. Capture the moment and mood.	12%	CLO1 , CLO2
	Assignment	This project is designed to: • Understanding effect , position and characteristics of light • To learn the studio lighting set-up for modeling and shoot portraits under model lighting • emphasis on creative solutions to complex photographic problems Criteria: - Butterfly Lighting - Triangle Lighting - Rembrandt Lighting - Broad Lighting - Short Lighting	12%	CLO2 , CLO3
	Assignment	Project Objective: This project is designed to: • Introduces students to advanced principles , effect, design, motion, background creation and lighting needed to outdoor for fashion photography • Apply and practice the equipments • Study on effect of light Criteria: - Finding The Right Light - Fill In The Light - Background Control - Diffusion Screens - Direct Sunlight - Using Flash Outdoor	12%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	
		Saunders, Dave 1988, *Professional Advertising Photography*, Merchurst Press New Zealand
		Bill Hunter 1983, *Teachniques of Portrait Photography*, Prentice-Hall, Inc Englewood Cliffs, New Jersey [ISBN: 0-13-900613-3]
		Izzi, Guglielmo, 1982, *Photographing People*, Century Hutchinson Ltd Brook mount House London
		Joel, Seth 1990, *Photographing Still Life*, AMPHOTO Ltd Brook mount House New York
		Hicks, Roger and Schultz Frances 1994, *Product Shots*, ROTOVISION SA Switzerland
		Freeman, Micheal, 1984, *Studio Manual*, Harper Collins Publishers Norwich
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	