



## UNIVERSITI TEKNOLOGI MARA

### PCT223: PRODUCT AND STILL LIFE PHOTOGRAPHY

<b>Course Name (English)</b>	PRODUCT AND STILL LIFE PHOTOGRAPHY <b>APPROVED</b>
<b>Course Code</b>	PCT223
<b>MQF Credit</b>	4
<b>Course Description</b>	<ul style="list-style-type: none"><li>This course will include the development of basic studio &amp; 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 still life and product photography, students will train on: studio equipments use, Exposure and Tonality control, Basic product lighting, Background control, Ambient and strobe light mix and basic special effects, indoor and outdoor photography. Students also will train to doing digital imaging and retouching pictures to get a better result in still life and product photography.</li></ul>
<b>Transferable Skills</b>	Students be able to produce and understanding of using lighting (both location and studio) and its effects on all different types of subjects all the while mastering the function of camera, lenses, strobe, etc. in creative approach.
<b>Teaching Methodologies</b>	Lectures, Studio, Demonstrations, Tutorial, Discussion, Self-directed Learning
<b>CLO</b>	CLO1 Display proper skill and techniques in Still Life & Product Photography. CLO2 Solve visual issues and problems related to still life & product photography CLO3 Select required information from multiple sources and research for new concepts / ideas in still life & product photography
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. An overview of the course</b> 1.1) • Introduction Course Syllabus 1.2) • Understanding photography media 1.3) • Impact of advertising photography	
<b>2. Technique for Still Life and Product Photography</b> 2.1) • Development idea 2.2) • Design object 2.3) • The Camera 2.4) • Materials and Processes 2.5) • Lighting setup 2.6) • Props and setting 2.7) • Accessories	
<b>3. Realist still life shot.</b> 3.1) • The subject matter 3.2) • Composition and styling 3.3) • Direction of lighting 3.4) • Technique 3.5) • Props and setting 3.6) • Background design	

<p><b>4. Abstract still life shot</b></p> <p>4.1) • The subject matter  4.2) • Composition and styling  4.3) • Direction of lighting  4.4) • Technique  4.5) • Props and setting  4.6) • Background design</p>
<p><b>5. Critique section on assignment Realist and Abstract Still Life Photography</b></p> <p>5.1) • Critic session on Subject, Creativity / Media / Quality</p>
<p><b>6. Straight product shot.</b></p> <p>6.1) • The subject matter  6.2) • Composition and styling  6.3) • Direction of lighting  6.4) • Technique, tips and trick  6.5) • Props and setting  6.6) • Equipment</p>
<p><b>7. Travel Photography: Location Study/ Trip to Visit</b></p> <p>7.1) • The subject matter  7.2) • Composition and styling  7.3) • Lighting  7.4) • Equipment and Technique</p>
<p><b>8. Critique section on assignment Product and Travel Photo</b></p> <p>8.1) • Critic session on Subject, Creativity / Media / Quality</p>
<p><b>9. Food and Beverages shot</b></p> <p>9.1) • The subject matter  9.2) • Composition and styling  9.3) • Lighting setup  9.4) • Technique, tips and trick  9.5) • Props and setting</p>
<p><b>10. Product and environmental shot</b></p> <p>10.1) • The subject matter  10.2) • Composition and styling  10.3) • Lighting setup  10.4) • Technique, tips and trick  10.5) • Props and setting.</p>
<p><b>11. Technology and industrial product shot</b></p> <p>11.1) • The subject matter  11.2) • Composition and styling  11.3) • Lighting setup  11.4) • Technique, tips and trick  11.5) • Props and setting</p>
<p><b>12. The Editing Process and Portfolio Advice</b></p> <p>12.1) • Software  12.2) • Technique  12.3) • Styles of Presentation</p>
<p><b>13. Final Progress</b></p> <p>13.1) Critique section on assignment Product and Environmental shot, Food and and Beverage and Technology and Industry</p>
<p><b>14. Final Assessment and Submission</b></p> <p>14.1) • Final presentation  14.2) • Critic session  14.3) • Creativity / Media / Quality</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	2.Choose any inanimate object as your subject – can be single or more than one object. Shoot the subject in conceptual form in photography studio with multiple light set-ups and props. Apply the elements of art, principles of design in terms of photography. Student should insist on dramatic look and lighting effect in composing the subject. The final image must represent the high quality of still life photography with message. The final images also can be use photo editing software to improve the appearance of images. Student must complete assignments and projects by given deadline, discusses the image with lecture and take part in class discussions and critiques of photo presented in class.	12%	CLO1
	Assignment	1.Photographing ONE image of any product, fruits, vegetables, flowers, fashion accessories, glassware, metal object etc. as main subject with simple background. Use a studio lighting effect (artificial light sources). Showing the key elements: lighting, composition & styling, depth and texture in product/object. The final images can be use photo editing software to improve the appearance of images. Student must complete assignments and projects by given deadline, discusses the image with lecture and take part in class discussions and critiques of photo presented in class	12%	CLO1
	Assignment	5.Photographing ONE image (product) with highly realistic environment (in studio) or work on location (outdoor in natural setting).Shoot the product with appropriate lighting (artificial lighting) or (mix light) and scene set. Background and props need to be shot as part of the scene and should complement the product. The photo should be taken with proper exposure, effect, scale, depth of field, good composition, and demonstrate the technical basics elements and principles in product/object. The final images can be use photo editing software to improve the appearance of images. Student must complete assignments and projects by given deadline, discusses the image with lecture and take part in	12%	CLO2
	Assignment	4.Student need to produce 3 series of photography images based on location visit. Study about the location / place; activity, environment, landscape, weather, attraction, landmark, etc. This is practical based, students should plan very well early what to shoot, how to shoot, the composition, props, the equipment, etc. because the images need to be submit after come back from the vacation. The final images can be use photo editing software to improve the appearance of images. Student must complete assignments and projects by given deadline, discusses the image with lecture and take part in class discussions and critiques of photo presented in class	12%	CLO2
	Assignment	3.Photographing ONE image any product with plain or simple background or the background should be out of focus. Show the detail object characteristic, picture composition, angle and unique and beautiful of the lighting effect. Shoot the photos with one or two light set-ups, or with reflectors and softboxes and several angles. Produce photographs that demonstrate principles of composition and design.	12%	CLO2

		The final images can be use photo editing software to improve the appearance of images. Student must complete assignments and projects by given deadline, discusses the image with lecture and take part in class discussions and critiques of photo presented in class.		
Final Project	7.Final Project II:Student need to produce ONE images of Industrial photography to promote their products and services in the best possible light. These image goals for catalogs, annual report advertising campaign etc. The visual should be chosen based on: (i) Product or product in working environments. (ii) Architecture shot with people (exterior or interior shot) (iii) Facilities of a company (iv) Equipment, machinery, technology (v) The workers or operators at work Student needs to shoot the images on the location or in studio with product and props. Study about the place / object, design, shape, texture, lighting, landscape, activity, etc. there.	20%	CLO3	
Final Project	6.Final Project I: Photographing ONE image for styled food or recipe shoots. Students may choose any food or beverages; locally or internationally as you're subject to be commercialized. Shoot the subject in photography studio with appropriate lighting, background, set-up and props. The subject must seem to be commercial and creative. Students need to make sure the subject fresh, appetizing and attractive. The final images can be use photo editing software to improve the appearance of images. Student must complete assignments and projects by given deadline, discusses the image with lecture and take part in class discussions and critiques of photo presented in class	20%	CLO3	

<b>Reading List</b>	This Course does not have any book resources
<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	<ul style="list-style-type: none"> <li>• <b>Book Paul Martineau 2010, <i>Still Life in Photography</i>, Getty Publication.</b></li> <li>• <b>Book Kirk Tuck 2009, <i>Minimalist Lighting: Professional technique for Studio Photography</i>, Amherst Media Inc.</b></li> <li>• <b>Book David Praker 2010, <i>The Fundamental of Creative Photography</i>, AVA Publishing</b></li> </ul>