UNIVERSITI TEKNOLOGI MARA

COM412: PHOTO COMMUNICATION

Course Name (English)	PHOTO COMMUNICATION APPROVED
Course Code	COM412

MQF Credit	2

Course Description	The course is offered as a compulsory course and it is aimed at preparing students with practical and theoretical knowledge of shooting and composing photographs using Single Lens Reflex (SLR) cameras. Topics include the history of photography, camera parts, exposure, photography techniques and composition, and ethics. Students will be exposed to the use of photo editing software in order to edit the photos they produced.

Transferable Skills	Students will learn the related equipment, functions of the camera and the principles of lighting and colour in addition to the mechanics of exposure to produce quality images. Students will also learn to produce creative images using a variety of techniques and progressively move to image composition.

Teaching Methodologies	Lectures, Demonstrations, Practical Classes

CLO		
	CLO1	Explain the basic concept of lighting when using a single lens reflex (SLR) camera.
	CLO2	Use photographic equipment to produce and compose quality photos.
	CLO3	Apply the techniques and image enhancement technology to produce creative images for photography.

Pre-Requisite Courses	No course recommendations

Topics
1. Graphic communication 1.1) The emergence of photography 1.2) From camera obscura to digital SLR
2. Visual Communication: An Introduction 2.1) The value of photograph 2.2) Communicating via images
3. Camera parts and functions 3.1) Aperture 3.2) Shutter speed 3.3) ISO
4. Rules and composition 4.1) Photo composition, Rules of thirds, and Goldern rules 4.2) Portrait 4.3) Landscape
5. Using light 5.1) Natural light 5.2) Artificial light 5.3) Using flash 5.4) Weather
6. Photography techniques 1 6.1) Limited and extended depth of field 6.2) Aperture technique
7. Photography techniques 2 7.1) Focal length technique 7.2) Distance tenchnique

8. Colour 8.1) Colour order 8.2) Colour management 8.3) Applying colour
9. Creative contents 9.1) Framming 9.2) Simplicity 9.3) Lines 9.4) Balance
10. Night photography 10.1) Light control 10.2) Aperture control 10.3) Speed control
11. Digital and film camera 11.1) Digital SLR camera and advantages 11.2) Films camera and advantages
12. Digital photo editing 12.1) Introduction to practical use of software
13. Photography and ethics 13.1) Issues in photography 13.2) Ethics in photography
14. Final assessment 14.1) Final test

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Photo essay	20%	CLO1 , CLO2 , CLO3
	Assignment	Photographic Techniques	40%	CLO1 , CLO2
	Case Study	Writing Portfolio.	10%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	• **Dave Huss 2004,** *How to do Everything with Digital Photography* **, McGraw Hill.**
	Reference Book Resources	• **Gus Wylie 1990,** *The Complete Photographer. Pyramid Books* **, London: Octopus Publishing Group**
		• **Dennis P. Curtain 2006,** *A short course in using your digital camera* **, http://www.shortcourses.com.**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	