



UNIVERSITI TEKNOLOGI MARA

GDT217: PHOTOGRAPHIC AND NEW MEDIA

Course Name (English)	PHOTOGRAPHIC AND NEW MEDIA APPROVED
Course Code	GDT217
MQF Credit	3
Course Description	Photographic and New Media is designed to develop student skills in pixel-based photographic design. The students learn how to take digital photos and basic videos. In this course, several elements of photography will be discussed for example camera control, exposure, light, composition, color, etc. will be reflected on their execution for design and promoting it via social media and other online platforms. The impact of the courses develops students to understand what is the market needs especially in using the camera as a tool and develop the next content creator.
Transferable Skills	The students learn how to take digital photos and videos. Understand the market needs by implementing photographic skills. Develop confidence and working spirit in work as a team. Brainstorming the ideas and reflect on the data is a key to success in understanding the future viewer's needs and demands.
Teaching Methodologies	Lectures, Blended Learning, Demonstrations, Tutorial, Presentation, Self-directed Learning
CLO	CLO1 Define the mechanism basis of photography in order to handle the camera and understand its function CLO2 Reproduce the image by referring to the existing sample for creating effective photography and knowing the photographic function on the graphic design with a new media execution that relevant to the market industries CLO3 Demonstrate the ability of photographic function on new media platforms
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Camera 1.1) Definition of Photography 1.2) Types of photography 1.3) Camera function 1.4) Camera anatomy 1.5) Storing and organizing digital photo	
2. DSLR as a tools 2.1) ISO, Aperture, and Shutter speed 2.2) Exposure (Over, Normal, Under) 2.3) Slow shutter & Fast shutter 2.4) Angle and perspective	
3. Type of composition in photography 3.1) Leading Lines and Shapes 3.2) Rule of third 3.3) Repetition 3.4) Geometry 3.5) Asymmetrical Balance 3.6) Symmetrical Balance 3.7) Repetition 3.8) Contrast 3.9) Color and Contrast 3.10) Framing 3.11) Simplification	

<p>4. The roles of art seen</p> <p>4.1) Lines 4.2) Foreground & Background 4.3) Depth of field 4.4) Frame to frame 4.5) Basic focus point 4.6) Lighting (available light, 3 basic lighting)</p>
<p>5. Photographic in graphic design</p> <p>5.1) Function for layout, magazine, web, social media, poster 5.2) Photography and videography for commercial applications (Object & Figure)</p>
<p>6. Image Retouching</p> <p>6.1) Cropping and editing with photoshop 6.2) Clone stamp 6.3) Portrait retouching 6.4) Photo manipulation 6.5) Photo collage 6.6) Correcting a bad white balance</p>
<p>7. Advertising and new media</p> <p>7.1) Advertising (creation of perfection, beauty, and illusion with the addition of nuance) 7.2) Selective subject matter and clean background</p>
<p>8. Media as a tool</p> <p>8.1) Idea planning 8.2) Express yourself (Creative idea) 8.3) Shooting setup 8.4) Basic component of advertising (layout, typo, tagline, etc..) 8.5) Viral marketing 8.6) Understanding of viral advertising 8.7) Ethics 8.8) Technical (technology), platforms, timing, sound</p>
<p>9. New media presentation</p> <p>9.1) Professional Artwork 9.2) Target audiences 9.3) Skills of communication 9.4) Commercial Values</p>
<p>10. Professional Design and Work Preparations</p> <p>10.1) Discussion and final progress 10.2) Preparing for work submission</p>
<p>11. Professional Finishing and Design Presentation</p> <p>11.1) New media execution 11.2) Viral target 1k likes and share 11.3) Respond to the comment and reform on the next artwork</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	(1) The students will understand and acknowledge the function of photography in graphic design. The instruction is students need to choose 2 existing samples that replicate the image as the main layout and reproduce it by implementing their own image in the design. An example is (i) Poster teaser, (ii) Website layout, (iii) Postcard, (iv) Social media promotion (2) The students will develop editing skills using proper digital software to enhance the images. The students should choose an old image which can be black and white. Recolour into color. Retouch the image and present it before and after.	30%	CLO2
	Assignment	The students will define the mechanistic basis of photography and video in order to handle the DSLR camera. Shoot 3 subject matter from i) Human-made ii) Nature with different exposure over, normal, and under using a tripod. The photo should be implemented with the angle, perspective, and composition technic.	30%	CLO1
	Assignment	Students will enhance their technical skills by producing the market demands by using a photographic function in graphic and new media. The student should produce a group project which using the camera as the main tool to produce a digital promotion for a campaign, service, or product for a selected company. A suggestion like (i) Digital artwork, (ii) Short film, (iii) Memes, (iv) Parody, (v) Video viral, (vi) Projection mapping, etc that relevant to market industries. During this task, they will develop their communication skills and spirit due to working in a group.	40%	CLO3

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Sabki Md Noh, M Shariful Hafizal 2017, <i>Panduan Asas Fotografi Digital</i>, Dewan Bahasa dan Pustaka Kuala Lumpur • Maria Petrescu 2014, <i>Viral Marketing and Social Networks</i>, Business Expert Press 	<ul style="list-style-type: none"> • Michael Freeman 2007, <i>The Photographer's Eye: Composition and Design for Better Digital Photos</i>, Focal Press Massachusetts • John Skeoch 2007, <i>Brilliant Digital Photography</i>, Pearson Education Ltd Gosport • Taylor-Law, Calvey 2007, <i>The Studio Photographer's Lighting Bible</i>, One Publishing Pte Ltd • Doug Harman 2008, <i>The Digital Photography Handbook</i>, Quercus Publishing Plc • Michael Freeman 2008, <i>Mastering Digital Photography</i>, Ilex Press Ltd East Sussex • Michael Langford, Efthimia Bilissi 2008, <i>Langford's Advanced Photography</i>, 7 Ed., Focal Press • Jay Dickman, Jay Kinghorn 2009, <i>Perfect Digital Photography</i>, 2 Ed., Mc Graw Hill Companies New York • Jeremy Webb 2010, <i>Basic Creative Photography 01: Design Principles</i>, AVA Publishing Singapore • Michael Freeman 2011, <i>Digital SLR Handbook</i>, 3 Ed., Ilex Press Ltd Singapore • Fil Hunter, Steven Biver, Paul Fuqua 2012, <i>Light—Science & Magic An Introduction to Photographic Lighting</i>, Elsevier

	<ul style="list-style-type: none"> • Michael Langford, Philip Andrew 2015, <i>Starting Photography</i>, 7 Ed., Focal Press • David D. Busch 2005, <i>Digital Photography for Dummies</i>, Wiley Publishing, Inc Library UiTMCM • Ben Long 2012, <i>COMPLETE: Digital Photography</i>, Course Technology PTR: Stacy L. Hiquet Library UiTMCM • Bill Smith 2005, <i>Designing a Photograph</i>, Focal Press Library UiTMCM
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources