

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	BA Social Media and Digital Communication
FHEQ Level:	3
Course Title:	Foundations in Photography
Course Code:	ADM 3160
Course Leader:	Professor Mary Robert
Student Engagement Hours:	120
Demonstrations and Practice	20
Lectures	15
Tutorials and/or Group Critiques	10
Study Visits	
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	45
Independent / Guided learning:	75
Semester:	Fall/Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course concentrates on developing the student's visual intelligence via photography. Technically, students will learn to use digital Single Lens Reflex cameras and Photoshop for image workflow and editing. By looking at the work of a range of artists, students will be introduced to some of the theories that underpin photographic practice and consider photography's place and role in contemporary culture. Throughout the course students make images which finally result in an edited portfolio of photographic prints.

Prerequisites: None

Aims and Objectives:

Aims and objectives of the course include the following:

- understanding light

- using the digital SLR camera effectively
- understanding various image components
- image workflow and editing using Photoshop
- printing via computer and using an inkjet printer
- becoming aware of major current issues in photography

Students are expected to understand the underlying technical theory and application of the photographic process. Making connections between the work of other artists and the images the student is producing is important to the development of the student's ability to critically analyse his/her and fellow student's work. Students are expected to keep a sketchbook, which reflects their developing understandings of the importance of visual language and the thinking process.

Programme Outcomes:

B3(i), C3(i), D3(i)

A detailed list of the programme outcomes are found in the Programme Specification.

Learning Outcomes:

1. Demonstrate an understanding of the workings of a digital SLR camera and how choice of ISO, shutter speed and aperture critically affect the images in photography
2. Analyse and edit one's own photographic images in relation to the criteria of a set brief.
3. Be familiar with the processes of image workflow and editing using Photoshop as a tool.
4. Discuss his/her work in both theoretical and technical terms, both orally and in writing
5. Demonstrate an awareness of the potential for self and corporate expression and communication through using the camera.

Indicative Content:

- Brief History of Photography including contemporary practitioners and theorists
- Digital SLR camera and how it works including f-stops, shutter speed, ISO and their effects on the final image
- Tripod
- Basic introduction to post-shooting process: Photoshop
- Basic image editing and workflow
- Camera Raw - Contrast, Saturation, Exposure, Sharpness,
- White Balance, Colour Temp, etc.
- Editing image within Photoshop - File properties, rotate, crop, adjustments, dodging and burning
- Storing your electronic work safely

Richmond, the American International University in London
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