Department of Communication
Subject Syllabus

Subject Code : COMM09

Subject Title : Photography Communication: Production & Post Production

Subject Specification : For students in Communication Faculty

Subject Overview : This course helps students develop practical skills in photography and understand how images can be used as a powerful communication tool.

Course Objectives : Students can produce photographic works with visual codes and lighting techniques (exposure) that suit communication purposes.

Course Method : The Subject consists of lectures, practice in computer laboratorium, assignments and examinations. It is expected that every student will regularly attend classes and participate in class discussion.

Learning Outcome (Competence) :

- Knowledge : Students know the development of photography and photographic equipment in are able to analyze the results of work.
- Skill : Students are able to produce photos with a good level of brightness (Good Exposure) and create photo projects for publication.
- Attitude : Demonstrate an attitude of responsibility for work in the field of expertise within the scope of Communication Science independently.

Course content :

Week	Topic
1	Introduction: The Needs of photography in communication
2	Brief history of photography
3	Analyzing Photographs
4	Exposure
5	Exposure
6	Documentary Photography Project

7	Documentary Photography project
Mid Examination	
9	The Art of Composition
10	The Art of Composition
11	Creative Exposure
12	Creative Exposure
13	Flash & Artificial Light Photography
14	Studio Lighting Photography
15	Preview Final Exam
Final Examination	

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	**100%**

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above-mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	**Introduction: The Needs of photography in communication**	Students understand the use of photos as a medium for communication	Lecturer's presentation, Discussion, Question & Answer
II	**Brief history of photography**	Students understand the history of the development of photographic equipment	Lecturer's presentation, Discussion, Question & Answer
III	**Analyzing Photographs**	Students are able to use visual code to produce photographic works	Lecturer's presentation, Discussion, Question & Answer Simulation
IV	**Exposure**	Students understand Shutter speed, Iso and Focal length settings in the camera	Lecturer's presentation, Discussion, Question & Answer Simulation
V	**Exposure**	Students understand Shutter speed, Iso and Focal length settings in the camera	Lecturer's presentation, Discussion, Question & Answer Simulation
VI	**Documentary Photography Project**	Students understand the process of producing photographic works and types of publication of photographic works	Lecturer's presentation, Discussion, Question & Answer Simulation
VII	**Documentary Photography Project**	Students understand the process of producing photographic works and types of publication of photographic works	Lecturer's presentation, Discussion, Question & Answer Simulation
VIII	**Mid Examination**		
IX	**The Art of Composition**	Students understand the use of composition in taking photos and framing sizes according to the communication context	Lecturer's presentation, Discussion, Question & Answer Simulation
X	**The Art of Composition**	Students understand the use of composition in taking photos and framing sizes according to the communication context	Lecturer's presentation, Discussion, Question & Answer

			Simulation
XI	**Creative Exposure**	Students have the ability to be creative with exposure settings on the camera to create context in photos	Lecturer's presentation, Discussion, Question & Answer Simulation
XII	**Creative Exposure**	Students have the ability to be creative with exposure settings on the camera to create context in photos	Lecturer's presentation, Discussion, Question & Answer Simulation
XIII	**Flash & Artificial Light Photography**	Students have the ability to practice photo techniques with additional lighting	Lecturer's presentation, Discussion, Question & Answer Simulation
XIV	**Studio Lighting Photography**	Students understand the basic techniques in studio photography	Lecturer's presentation, Discussion, Question & Answer Simulation
XV	**Preview Final Exam**		Lecturer's presentation, Discussion, Question & Answer Simulation
XVI	**Final Examination**		

Mid Examination : Students create a zine photography project with the theme Sustainable Development Goals

Final Examination : Students create a photo book project with the theme Student Guidance Officer Issues

References:

1. Freeman, Michael. (2017). "The Photographer's Story: The Art of Visual Narrative
2. Szarkowski, John. (2007). The Photographer's Eye
3. Freeman, Michael (2019). Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera

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