LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**: -**
Subject Title	**:** Digital Creative Photo Production
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** This will provide communication context for discussing technology, aesthetics and learning practical skills. This will specifically cover the production & post production processes of photography. In order to encourage students learning core photographic concepts as well as some more advanced techniques, the course will include hands-on demonstrations with the camera as well as basic digital image editing techniques. The subject will also discuss the work of great photographers alongside your own photographs in order to better understand the fundamentals of composition to create compelling imagery.

Course Objectives **:**

1. Students have theoretical knowledge about photography.
2. Students are able to develop visual concepts to convey one or more communication messages.
3. Students possess knowledge and skills in the Pre-Production, Production, and Post-Production processes of photography.
4. Students are able to design pre-production, production, and post-production for photography projects.
5. Students design ideas to convey messages through photography to a broad audience.

Course Method: Discovery Learning, Role-Play & Simulation

Learning Outcome (Competence) **:**

Knowledge	: 30%
Skill	: 40%
Attitude	: 30%

Course content :

Week	Topic
1	Introduction: Define Photography, History and Understand Photography as Communication
2	Basics in photography: Element and Process in Photography
3	Equipment: Camera, lenses and Accessories
4	Basic Camera Handling: Camera mode, parts and function
5	Practice 1: Focus Selection
6	Manual Exposure
7	Practice 2: Manual Exposure
8	**Mid Term Examination**
9	Composition
10	Creative Exposure
11	Practice 3: Composition and Creative Exposure
12	Lighting: Basic Lighting and Equipment
13	Genre in Photography
14	Post Production: Basic editing
15	Review for final test
16	**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

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%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Define Photography, History and Understand Photography as Communication	• What is photography • History of photography • Understand photography as communication	Discovery Learning
2	Basics in photography: Element and Process in Photography	• Element in photography • How camera works • Technical aspect and creative aspect	Discovery Learning
3	Equipment: Camera, lenses and Accessories	• Types of camera • Types of lense • Types of Accessories	Discovery Learning
4	Basic Camera Handling: Camera mode, parts and function	• Understand Camera Mode • Exploring Camera parts and function	Discovery Learning
5	Practice 1: Focus Selection	• How to handle camera • How to make sharp photo • How to select focus on object	Role-Play & Simulation
6	Manual Exposure	• Understanding what is manual exposure • memorizing the principle of Iso, shutter speed and aperture	Discovery Learning
7	Practice 2: Manual Exposure	• Practicing to use manual exposure	Role-Play & Simulation
8	**Mid Term Test**		
9	Composition	• Understand types of composition	Discovery Learning
10	Creative Exposure	• Exploring creative way to make a creative photo from different use of exposure	Discovery Learning
11	Practice 3: Composition and Creative Exposure	• Practicing composition and creative exposure with different object	Role-Play & Simulation
12	Lighting: Basic Lighting and Equipment	• Understanding basic lighting • Understanding lighting	Discovery Learning

		equipment	
13	Genre in Photography	• Understanding different genre in photography • Exploring each genre based on student's major (Photojournalism, Product or profile)	Discovery Learning
14	Post Production: Basic editing	• Understanding post production basic and tools • Practicing basic editing	Role-Play & Simulation
15	Review & Brief Before Final Exam		
16	**Final Examination**		

Midterm Exam Guideline **:** Individual Project (Photo Object)
Final Exam Guideline **:** Group Project (Photo Story)

References **:**

1. Burian, Peter K. (2004). Mastering Digital Photography and Imaging. Sybex. San Fansisco & London.
2. Edwards, S. (2006). Photography: A Very Short Introduction. Oxford

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