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 Lectures Tutorials and/or Group Critiques Study Visits	20 15 10	
	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

- Digital printing
- Images and narratives: Black and White and Colour
- Experimental techniques
- Constructed imagery
- Photoshop: layers, collage and photomontage
- How to present your work: statement, presentation and portfolio

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media.

Teaching Methodology:

Course material is presented through lectures, demonstrations, discussions and visual presentations. Critique of work produced will take place at the editing stage and upon completion of printing for each project.

Bibliography:

Indicative Text(s):

Journals

Web Sites

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Minor	Added Social Media for Prog		

Richmond, the American International University in London October 2019