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: Chino Otsuka

Student Engagement Hours: 120

Demonstrations and Practice 20 Lectures 15 Tutorials and/or Group Critiques 10

Study Visits

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 is found in the Programme Specification. This is maintained by the registry and located at: https://www.richmond.ac.uk/programme-and-course-specifications/

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 University Assessment Norms approved at Academic Board.

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