

Subject Outline (Short Course)

Subject Name: Creative Digital Photography

Duration: 5 Days

Contact Hours: 25 9.30am-3.30pm (1 hour for lunch at 12 noon)

Subject Purpose: To introduce students to the creative possibilities of digital photography. Students will learn to use their camera with confidence and will begin to learn about various techniques, styles and principles, as well as having the chance to learn to print their own work. Students will learn about the profession and the many jobs within it. They will begin to understand how a professional photographer works.

Topic Description

1 Introduction to digital photography

- History
- Digital photography on the international scene
- Styles and genre
- Techniques

2 Basic equipment and creative controls

- The camera- getting familiar
- Essentials for experimental/ creative photography
- Think of the end result
- Take control

3 Light it; Frame it

- Lighting- what is a camera but a box of light?
- Composition
- Visual happening

4 The decisive moment & visual communication

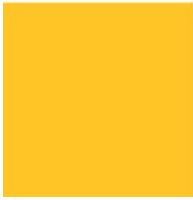
- The shot- the decisive moment
- Visual communication
- What makes an image powerful?

5 Creative techniques; Styles of photography

- Black & White/ Colour
- Candid/ Street
- Fashion/ Portraiture
- Action/ Sport
- Still life
- Landscape/ Nature

6 Planning a professional photographic shoot

- The idea
- Research; sourcing props/ models



- Test shooting
- The shoot
- Post production

The industry

- How to make a career out your interest in digital photography
- The different jobs available
- Aspects (art vs commercial)

7 Editing and Printmaking

- Software
- Techniques
- How to ensure a quality final print
- Presentation

Schedule:

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	<ul style="list-style-type: none"> • Intro Digital Photography • Equipment & creative controls 	<ul style="list-style-type: none"> • Creative techniques; styles of photography • Planning a professional photo shoot 	<ul style="list-style-type: none"> • The industry • Discuss ideas • Plan project 	<ul style="list-style-type: none"> • Work on project 	<ul style="list-style-type: none"> • Editing and print-making
Afternoon	<ul style="list-style-type: none"> • Light it; Frame it • The decisive moment 	<ul style="list-style-type: none"> • Photography session- on location • Discuss results 	<ul style="list-style-type: none"> • Introduction to basic Photoshop editing techniques & printing 	<ul style="list-style-type: none"> • Work on project 	<ul style="list-style-type: none"> • Presentations • Feedback

Successful completion of this subject provides sufficient evidence of achievement of all the following learning outcomes.

Learning Outcomes:

On successful completion of this unit, learners will be able to:

- Use simple photographic techniques to produce creative digital images
- Successfully use appropriate equipment to capture, edit and print digital images
- Describe the processes involved in a professional photographic shoot
- Assess their own interest in digital photography as a career

All students will be awarded a statement of attainment upon completion of the 5-day intensive short course.

Recommended Readings:

The Digital SLR Handbook – Michael Freeman (ILEX 2005)
 Cope, Peter and Lacey, Joel 2004, *The Digital Darkroom: A Complete Guide to Image Processing for Digital Photographers*, Rotovision.
 Galer, M. & Horvat, L. 2005, *Digital Imaging: Essential Skills*. Focal Press
 Photographis Series
 Taschen Series
 Magnum Photos Publications