

MODULE SPECIFICATION TEMPLATE

- 1 The title of the module**
EL339 Digital Photography
- 2 The School which will be responsible for management of the module**
Engineering and Digital Arts
- 3 The start date of the module**
September 2009
- 4 The cohort of students (onwards) to which the module will be applicable**
2012-13
- 5 The number of students expected to take the module**
67
- 6 Modules to be withdrawn on the introduction of this proposed module and consultation with other relevant Departments and Faculties regarding the withdrawal**
n/a - revision of current module
- 7 Level of the module**
C
- 8 The number of credits the module represents**
15
- 9 Which term(s) the module is to be taught in (or other teaching pattern)**
Autumn
- 10 Pre-requisite and co-requisite modules**
None
- 11 The programme(s) of study to which the module contributes**
BSc Multimedia Technology & Design
BSc Multimedia Technology & Design with a Year in Industry
BA Drama and Multimedia
BA in Digital Arts
BA in Digital Arts with a Year in Industry
- 12 The intended subject specific learning outcomes and, as appropriate, their relationship to programme learning outcomes**
 1. Acquisition of knowledge and skills in the area of image composition, perspective and tone.
 2. Acquisition of knowledge and skills in the areas of editing and manipulation of acquired images using software tools.
 3. Acquisition of knowledge and skills in the area of communicating a message via images and text.
 4. Acquisition of knowledge in the area of the scientific principles of photography including camera optics, imaging techniques and image manipulation.

These outcomes are related to the programme learning outcomes in the appropriate curriculum maps as

follows:

MTD/MTDwInd: A1,A3,A8, B7, C3,C5

Drama and Multimedia: A2,A3,A8, B4,B9, C3

DA/DAwInd: A1,A3,A8, B7, C3,C5

13 The intended generic learning outcomes and, as appropriate, their relationship to programme learning outcomes

On completion of this module, students will have enhanced their computing, design, time-management and communication skills.

These outcomes are related to the learning outcomes in the appropriate curriculum maps as follows:

MTD/MTDwInd: D2,D4-D7

Drama and Multimedia: D2,D3,D8,D9

DA/DAwInd: D2,D4-D7

14 A synopsis of the curriculum

Lecture Syllabus

PRINCIPLES OF PHOTOGRAPHY

Basic optics; the camera; types of camera; lenses; lighting; colour theory; files and processing.

INTRODUCTION TO PHOTOSHOP

Basic Photoshop skills.

PRACTICAL PHOTOGRAPHY TUTORIAL LECTURES

Use of cameras and lenses, lighting techniques, composition, themes: e.g. People, landscapes, still life, architecture, nature, sport.

PHOTOSHOP BASICS

File formats; image cropping and rotation; colour correction; lens correction; red-eye reduction; resolution and colour depth; printing.

PRACTICAL PHOTOGRAPHY CRITIQUE

Drop-in help/feedback sessions on photographic techniques to support the Photographic Portfolio assignment.

IMAGE EDITING WITH PHOTOSHOP

Communication through images; photographs and bitmaps; image correction and restoration; image manipulation; layers.

Coursework

PHOTOGRAPHIC PORTFOLIO

Assignment to produce a portfolio of themed digital photographs (50%).

POSTER

A photographic assignment to produce a poster, incorporating original photographic images (50%).

15 Indicative Reading List

AALAND, Mikkel and MYILIBRARY, 2007. Shooting digital: pro tips for taking great pictures with your digital camera. Indianapolis, Ind: John Wiley. ISBN 9780470042878.

GYNCILD, Brie, 2012. Adobe Photoshop CS6: classroom in a book. Berkeley, Calif: Adobe Press/Peachpit. ISBN 0321827333.

LANGFORD, Michael John, FOX, Anna and SMITH, Richard Sawdon, 2010. Langford's basic photography: the guide for serious photographers. Oxford: Focal. ISBN 0240521684.

SAXBY, Graham, 2011. The science of imaging: an introduction. Boca Raton, FL: CRC Press. ISBN 9781439812860.

16 Learning and Teaching Methods, including the nature and number of contact hours and the total study hours which will be expected of students, and how these relate to achievement of the intended learning outcomes

There will be 31 contact hours, comprising 7 hours of lectures, 15 hours of tutorial lectures, 3 hours of critique and 6 hours of project supervision. The total student workload will be 150 hours.

17 Assessment methods and how these relate to testing achievement of the intended learning outcomes

Assessment for this module is by means of two assignments. The Photographic Portfolio is designed to assess learning outcomes 1 and 4, while the poster assignment assesses learning outcomes 2 and 3.

18 Implications for learning resources, including staff, library, IT and space

None

19 The School recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching. Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the University's disability/dyslexia support service, and specialist support will be provided where needed.

20 Campus(es) where module will be delivered

Canterbury campus

MODULE IS PART OF A PROGRAMME OF STUDY IN A UNIVERSITY SCHOOL

Statement by the Director of Learning and Teaching/School Director of Graduate Studies (as appropriate):

"I confirm I have been consulted on the above module proposal and have given advice on the correct procedures and required content of module proposals"

.....
Director of Learning/Teaching/Director of Graduate
Studies (as appropriate)
.....
(Print name)

.....
Date

Statement by the Head of School:

"I confirm that the School has approved the introduction of the module and, where the module is proposed by School staff, will be responsible for its resourcing"

.....
Head of School
.....
(Print name)

.....
Date