

Course Title	Photographic Design I				
Course Code	EPDS01				
Course Type	Elective				
Level	Bachelor				
Year / Semester	5th, 6th, 7th, 8th semester				
Teacher's Name	Polina Papantoniou-Fournari				
ECTS	6	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	<p>Core objectives:</p> <p>Understand and use basic general knowledge related to the photographic vocabulary and framework.</p> <p>Gain ability to analyze digital images in reference to process, technique and aesthetics.</p> <p>Develop communicative skills in visualizing, articulating and document ideas.</p> <p>Understand basic lighting techniques and develop ability to operate and experiment with the camera in different circumstances (photographic studio, indoor/ outdoor conditions).</p> <p>Acquire skills to apply basic technical concepts and visual principles when taking digital images.</p> <p>Understand the importance of post-production and acquire basic digital retouching skills for image enhancement.</p> <p>Develop capacity to analyse personal visual outcomes, through group critiques and discussions.</p>				
Learning Outcomes	<p>Basic general knowledge:</p> <p>Know briefly the history of photography (Invention of photography. First photograph. From camera obscura to digital SLR. Basic camera functions.</p> <p>Recognize the different types of cameras and their uses.</p> <p>Get familiar with the photography vocabulary.</p> <p>Understand exposure and employ camera's controls.</p> <p>Comprehend significant photographic elements, such as light meter, exposure triangle (aperture, shutter speed and ISO); white balance, depth of field, motion blur, noise, focal length, image sensor and resolution.</p>				

	<p>Identify and use basic photographic equipment and techniques. Handling the camera and camera controls. Hand Holding the camera. Keeping the camera steady.</p> <p>Light and Lighting; be aware of the importance of lighting and get familiar with different lighting systems.</p> <p>Introduction to studio photography; Terminology and basic operation of studio flashes.</p> <p>Research process:</p> <p>Retrieve and explore personal research.</p> <p>Look at photographs from numerous resources, such as documentary, architecture, advertising, fashion, art and scrutinize them in reference to process, technique, aesthetics and philosophy.</p> <p>Participate in discussions and analysis of the photographic image. Identify the various approaches used in the analysis of the photographic image.</p> <p>Be aware of the diversity of the photographic image and be able to analyse the information related to communication and execution process.</p> <p>Project process:</p> <p>Undergo project briefing, written and verbal analysis.</p> <p>Analyse project tasks and requirements.</p> <p>Research and analyse visual information.</p> <p>Participate in photography outings in order to get more familiar with the camera use and the creative choices that are engaged before the shutter is pressed.</p> <p>Recognize and use photography guidelines for interesting compositions.</p> <p>Practice photographic tasks and solve technical and composition problems.</p> <p>Use the photographic skills learned to communicate with ideas and experiment with different backgrounds, angles of view, compositions and framing.</p> <p>Participate in group critiques.</p> <p>Understand the criteria whereby an image might be considered good.</p> <p>Break down the criteria related to process, technique and project tasks.</p> <p>Recognize the printing techniques and the importance of presentation.</p> <p>Receive feedback for the assessments presentation.</p>		
Prerequisites	NONE	Required	None
Course Content	<p>1. Introduction to the basic photographic elements.</p> <p>2. Emphasis on three main areas of instruction: The fundamental technical concepts and visual principles in photography, such as aperture, depth of</p>		

	<p>field, shutter speed, composition and the basic lighting systems for digital photography.</p> <p>3. Extending the visual vocabulary and exploring photographic tasks in photographic studio, indoor and outdoor environments.</p>
Teaching Methodology	<p>Extended project briefings: Briefs and supplementary worksheets that clearly describe the project's subject matter, learning outcomes, requirements, deadlines and recommended references.</p> <p>Studio based and other workshops: Photo-Studio, Indoor and Outdoor Designed demonstrations of specialized techniques, including students' observation and participation.</p> <p>Tutorials: Individual and/or group tutoring and guidance, supplementary of the scheduled classes and studio-hours.</p> <p>Visual Presentations: Formal presentations of visual information and knowledge, as well as theoretical elaboration to encourage critical discourse and discussion.</p> <p>Photographic outings: Make photographic excursions and visits to relevant resource and reference centers.</p> <p>E-learning Presentations: Students have access to electronically based learning and teaching where lectures are made available to them online as well as additional references to documentaries, videos and links of interest related to visual communication.</p> <p>Group critiques: Students' presentation of project outcomes stimulating group discussion and evaluation.</p> <p>Independent Study: Unsupervised personal research, realization and manipulation of project work. Emphasis on self and time management.</p>
Bibliography	<ul style="list-style-type: none"> - In Camera: Perfect Pictures Straight Out of the Camera; Ilex Press, 2017 - Feast for the Eyes: The Story of Food in Photography, Michael Freeman; Aperture, 2017 - Langford's Basic Photography: The Guide for Serious Photographers, Anna Fox, Richard Sawdon Smith; Focal Press, 2015 - Fifty Paths to Creative Photography (The Photographer's Eye); Ilex Press, 2016 - Photography Q&A: Real Questions. Real Answers, Series: Voices That Matter; New Riders, 2013 - Mastering Aperture, Shutter Speed, ISO and Exposure, by Al Judge; Subtle Visions Media, 2014 - Capturing Light: The Heart of Photography by Michael Freeman; Focal Press, 2014 - Studio Photography and Lighting: Art and Techniques, Christian Hough; The Crowood Press Ltd, 2013

	<ul style="list-style-type: none"> - Photography: A Critical Introduction, Liz Wells; Routledge, 2015 - Understanding a Photograph, John Berger; Penguin Classics, 2013 - Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book, Adobe Press, 2016
Assessment	<p>Research and Methodology 10%</p> <p>Experimentation and Analysis 30%</p> <p>Production competency and Solution 30%</p> <p>Class Participation and Activities 10%</p> <p>Time management and Presentation 20%</p> <p>Total: 100%</p>
Language	English