Course Title	**Photographic Design II**				
Course Code	**EPDS02**				
Course Type	Elective				
Level	Bachelor				
Year / Semester	5th, 6th,7th or 8th semester				
Teacher's Name	Polina Papantoniou-Fournari				
ECTS	6	Lectures / week	2	Laboratories / week	
Course Purpose and Objectives	**Core objectives**: Understand basic general knowledge of key photographers, movements, genres, concepts and styles. Gain ability to apply elemental research and methodology strategies for both visual and concept development. Develop competence to expand ideas and concepts into visual forms. Acquire skills to explore concepts and ideas through photography, while concerning for quality. Develop capacity to solve production problems and to obtain consistent results, while shooting under varied lighting conditions and environments. Acquire skills to explore the creative and technical potential of photography both in studio and on location. Understand the importance of post-production and acquire advanced digital retouching skills for image enhancement.				
Learning Outcomes	**Continuation of learning process - General knowledge:** Develop further knowledge related to the photography vocabulary and key photographic elements, such as depth of field, motion blur, high and low key light, image sensor, megapixel and resolution. Use camera's controls with confidence and utilise the metering system, white balance and manual automation. Understand and use the appropriate method and equipment in order to practice photographic tasks. Make basic adjustments in a digital photograph using the appropriate means and tools.				

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	Develop further understanding: Composition, Photographic studio, Photography fundamentals such as Lens selection, shooting angles, lighting setups and techniques.
	Research process: Retrieve and explore personal research.
	Participate in group discussions and analysis of research.
	Analyse visual material and identify the multiple uses of photography in relation to art and design.
	Photo analysis. Observation, Knowledge, Interpretation.
	Discussion of imagery about how, when, where, why. Know Information on photographers and their work in reference to technique, philosophy, concepts and notion of beauty. How these visual styles have influenced current styles (techniques used visual style examples of images).
	Project process:
	Undergo project briefing, written and verbal analysis.
	Analyse project tasks and requirements.
	Encouraged to use brainstorming sessions and build inspired personal research to visualize ideas. Practice photographic tasks, experimenting with ideas and solving composition problems.
	Use the photographic skills learned to communicate with ideas and portray developed concepts with the camera use. Create work which is visually exciting.
	Practise basic digital retouching, such as cropping, altered contrast and colour correction for image enhancement. Recognize the printing techniques and the importance of presentation.
	Participate in group critiques. Break down the criteria whereby an image might be considered good related to concept, technical skills, printing and presentation.
	Receive feedback for the assessments presentation.

Prerequisites	EPDS01	Required	Yes

Course Content	1.Consider photography and its uses as a vehicle for communication. Gaining an advanced level of technical concepts and artistic challenges that will stretch any digital photography skills.
	2.Engaging in practical projects in which they will define a communication problem and producing photographic solutions.
	3.Broadening the aesthetic vocabulary of participants. Students will have the opportunity to enhance their images through digital retouching techniques.

Teaching Methodology	**Extended project briefings**: Briefs and supplementary worksheets that clearly describe the project's subject matter, learning outcomes, requirements, deadlines and recommended references.
	Studio based and other workshops: Photo-Studio, Indoor and Outdoor Designed demonstrations of specialized techniques, including students' observation and participation.
	Tutorials: Individual and/or group tutoring and guidance, supplementary of the scheduled classes and studio-hours.
	Visual Presentations: Formal presentations of visual information and knowledge, as well as theoretical elaboration to encourage critical discourse and discussion.
	Photographic outings: Make photographic excursions and visits to relevant resource and reference centers.
	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.
	Group critiques: Students' presentation of project outcomes stimulating group discussion and evaluation. Independent Study: Unsupervised personal research, re
Bibliography	In Camera: Perfect Pictures Straight Out of the Camera; Ilex Press, Mar 2017
	Fifty Paths to Creative Photography (The Photographer's Eye); Ilex Press, 2016
	Night Photography: From Snapshots to Great Shots, Gabriel Biderman & Tim Cooper; Peachpit Press Book, 2013
	Studio Photography and Lighting: Art and Techniques, Christian Hough; The Crowood Press Ltd, 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
	Fashion Photography: The Story in 180 Pictures, Eugenie Shinkle; Aperture, 2017
	Studio Anywhere: A Photographer's Guide to Shooting in Unconventional Locations, Nick Fancher; Peachpit Press, 2015
	Photography: A Critical Introduction, Liz Wells; Routledge, 2015 Understanding a Photograph, John Berger; Penguin Classics, 2013
	Art Photography, David Bate; Quadrille Publishing Ltd, 2015

	The Photograph as Contemporary Art (World of Art), Charlotte Cotton ; Thames and Hudson Ltd, 2014
	Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book; Adobe Press, 2016
Assessment	Research and Methodology -20%
	Experimentation and Analysis -20%
	Production competency and Solution - 30%
	Class Participation -10%
	Time management and Presentation -20%
	Total: 100%
Language	English