

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF APPLIED ARTS & CULTURE		
ACADEMIC UNIT	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	N1-2040		B 2ND
COURSE TITLE	PHOTOGRAPHY AND DIGITAL IMAGE MANIPULATION		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	W E E K L Y T E A C H I N G H O U R S	CREDIT S	
LECTURES	1	4	
WORKSHOP ASSIGNMENTS	3		
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
	General background and skills development		

PREREQUISITE COURSES:	
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES (in English)
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GD113/

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
<p>Upon successful completion of the course the students will be able to:</p> <ul style="list-style-type: none"> • Take correctly exposed photos and be able to operate DSLR cameras in manual settings. • Understand and apply in practice the rules of photographic composition, together with the formalistic elements of photographic expression. • Understand and utilize digital image editing tools. • Digitally process images, sort, and print their images. • Understand the modern trends of photographic illustration, and to be able to apply them creatively in their graphic compositions. • Visualize simple, as well as complex concepts. • Talk about ideas, problems and solutions they found during their photographic excursions. • Form judgments and talk about other images they see. • Be autonomous in how they choose to manage the reception and the processing of their images, so as to serve their aesthetic preferences.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
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Others...
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- Search for, analysis and synthesis of data and information with the use of the necessary technology
- Decision-making
- Working independently
- Project planning and management
- Criticism and self-criticism
- Production of free, creative and inductive thinking

(3) SYLLABUS

Theoretical module

- 1) The Camera Obscura and the principles of the camera. Types of cameras: compact, DSLR cameras, mirrorless cameras, medium and large format, digital backs.
- 2) The invention of photography. the sensor, processor, megapixels.
- 3) Dynamic range, ISO sensitivity and noise, HDR, clipping. The processor and its functions.
- 4) Lenses (focal length and angle of coverage). Geometric distortions and chromatic aberrations. Lens categories (wide angle, standard / normal, telephoto, fixed and zoom lenses).
- 5) Exposure programs, shutter speed.
- 6) Aperture, ISO sensitivity, reciprocity. Focus (automatic, manual), depth of field.
- 7) White balance: correct control and adjustment, color temperature, Kelvin scale, light sources and color temperature - color casts. Color balance and eye adjustment. White balance settings: automatic (AWB), manual (Custom), presets (daylight, shade, cloudy, flash, florescent, Tungsten).
- 8) JPG, TIFF, RAW file types: features, disadvantages and advantages. Lossy and Lossless compression, image quality, Optimization (Photoshop "Save for Web"), RAW Converter software, RAW processing flexibility, converting files to another format.
- 9) Photometry, incident and reflective light, standard and non-standard subjects, photometry systems (multi-zone, center weighted and spot photometry).
- 10) Exposure lock function (AE-L), Exposure Compensation function, Auto Exposure Bracketing function (AEB), the histogram (reading histograms, image processing using histograms, case studies).
- 11) Electronic flash: its basic functions, types of flash, flash lighting techniques, case studies.

Workshop module

- 1) The principles of photographic composition.
- 2) Natural lighting and color, the creative use of color.
- 3) Basic techniques for editing photos in Photoshop. (Histogram, Adjustment Layers, the basic tools Levels, Curves, Color Balance, Hue / Saturation). MODES: CMYK, RGB, GRAYSCALE.
- 4) TIFF, RAW, JPG file differences.
- 5) Editing and converting RAW files.
- 6) Converting color photographs to black and white.
- 7) Photographic Typology I: basic characteristics and creating a typology series of a shape.
- 8) Photographic Typology II: personal independent project.

(4) TEACHING and LEARNING METHODS - EVALUATION

<p>DELIVERY Face-to-face, Distance learning, etc.</p>	Face-to-face	
<p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students</p>	Digital image editing software Adobe Photoshop. Learning process support through the electronic platform e-class.	
<p>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</p> <p>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</p>	A c t i v i t y	Semester workload
	Lectures:	30
	Workshop assignments:	40
	Art workshop-studio practice:	25
	Study Preparation (Personal Project):	30
Course total	125	

<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>1. A written final examination which includes:</p> <p>1a. Image analysis 1b. Problem solving 1c. Submission of a practical exercise</p> <p>2. The delivery of practice exercises within the announced dates where they are evaluated according to:</p> <p>2a. The portfolio of photographic work</p> <ul style="list-style-type: none"> • <i>Demonstration of an appropriate level of technical ability in the production of photographs, the importance of exposure, the importance of the other parameters of photography (depth of field, focus of moving objects, over/under-exposure, etc.)</i> • <i>the understanding of visual forms (composition) and aesthetics, the basic principles of design, color and lighting</i> <p>2b. Image Processing (Photoshop)</p> <ul style="list-style-type: none"> • <i>proficiency in basic photo correction techniques including resolution, image size, crop, etc.</i> • <i>locating the right color balance and tonal contrast</i> <p>2c. Participation</p> <ul style="list-style-type: none"> • <i>absences / attendance, the frequency of presenting work</i> <p>2d. Work Presentation</p> <ul style="list-style-type: none"> • <i>Demonstration of skill in the execution and presentation of the final deliverables (printing, organization, delivery of digital files according to the instructions)</i>
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(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Greek sources

1. Βακρινός, Δημήτρης (2018). *Το Βιβλίο της Ψηφιακής Φωτογραφίας 3η έκδοση*, Nexus Publications.
2. Κατσικούδης, Ανδρέας (2021). *Εισαγωγή στη Φωτογραφία*, Nexus Publications,.
3. Faulkner Andrew και Chavez Conrad (2018). *Adobe Photoshop CC Classroom in a Book* (μτφρ. Ιωάννης, Β. Σαμαράς), Εκδόσεις Μ. Γκιούρδας. ISBN: 978-960-512-707-7

International sources

1. Davis, Harold (2022). *Composition & Photography: Working with Photography Using Design Concepts*, Rocky Nook. ISBN-13: 978-1138086760
2. Yot, Richard (2019). *Light for Visual Artists: Understanding and Using Light in Art & Design, 2nd edition*, Lawrence King. ISBN: 9781786274519
3. Marshall, Lindsey and Meachem, Lester (2010). *How to Use Images (Portfolio Skills: Graphic Design)*, Laurence King Publishing. ISBN-13 : 978-1856696586
4. Roberts, Pamela (2010). *The Genius of Colour Photography: From the Autochrome to the Digital Age*, Carleton Publishing Group. ISBN-13 : 9781847960153
5. Chavez, Conrad and Faulkner, Andrew (2021). *Adobe Photoshop Classroom in a Book*, Adobe Press, 1st edition. ISBN-13 : 978-0136904731
6. Coulthan, David (2021). *Adobe Photoshop the Photographers Guide*, Independently Published. ISBN-13 : 979-8757404325
7. Conception Rafael (2021). *Adobe Photoshop Lightroom Classic Classroom in a Book*, Adobe Press, 1st edition. ISBN-13 : 978-0136885382
8. Evening, Martin (2018). *Adobe Photoshop CC for Photographers 2018*, Routledge.
9. Warner Marien, Mary (2020). *100 Ideas That Changed Photography*, Lawrence King. ISBN: 9781786275684
10. Webb, Jeremy (2010). *Design Principles (Basics Creative Photography Series 01)*, AVA Publishing, Switzerland. ISBN-13 : 978-2-940411-36-8.
11. Prakes, David (2012). *Composition (Basics Photography Series 01)*, AVA Publishing, Switzerland. ISBN : 978-2-940411-77-1
12. **Ads of the World** (website), Medium: print ads: <https://www.adsoftheworld.com/?terms=&medium=1&industry=All&country=All>
13. **Campaign** (website): <https://www.campaignlive.co.uk>
14. **The Advertising Archives** (website): https://www.advertisingarchives.co.uk/en/page/show_home_page.html
15. **Getty Images** (website): <https://www.gettyimages.co.uk>
16. **iStock** (website): <https://www.istockphoto.com>
17. **Associated Press (AP)** (website): <http://www.apimages.com>

- Related academic journals:

Photography and Culture: <https://www.tandfonline.com/loi/rfpc20>

History of Photography: <https://www.tandfonline.com/loi/thph20>

Journal of Visual Art Practice: <https://www.tandfonline.com/loi/rjvp20>

Philosophy of Photography: <https://www.intellectbooks.com/philosophy-of-photography>

The International Journal of the Image: <https://cgscholar.com/bookstore/cgrn/236/237>