



# Broward Community College

## Course Outline

STATUS: A

COMMON COURSE NUMBER: PGY 2084

COURSE TITLE: Digital Photography

CREDIT HOURS: 3

### CONTACT HOURS BREAKDOWN:

Lecture/Discussion 32

Lab 32

Other \_\_\_\_\_

Contact Hours/Week 4

### CATALOG COURSE DESCRIPTION:

Prerequisite: None

Corequisite: None

This is a Graphic Design course formulated to develop skills with a digital camera. Students will learn through the use of a digital camera how to take photographs for use in the designs they create for print, web and multimedia. Students will learn to properly expose, compose, and use effective lighting in the making of photographs. The use of natural and artificial lighting will be used in portraiture, product and outdoor photography.

### UNIT TITLES:

1. Overview of Digital Photography vs. Analogue Photography
2. Understand the operation of a digital camera
3. Composition, focal length and perspective choices
4. Proper use of natural and artificial lighting in portraiture
5. Product photography in studio and natural lighting
6. Out-door and location photography with natural and assisted lighting
7. Digital Asset management archiving and key-wording
8. Preparation of photographs for press, web or multimedia use

## **I. Course Overview:**

Upon successful completion of this course, the students should be able to take photographs with a Digital Camera in artificial and natural lighting situations. Make strongly composed images of people, products and outdoor scenes for use in print, web and multimedia graphic design projects.

## **II. Units:**

### **Unit 1. 1. Overview of Digital Photography vs. Analogue Photography**

#### General Outcome:

- 1.0 The students should be able to identify the strengths and weaknesses of digital and film based photography.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Develop a vocabulary of photographic terms.
- 1.2 Students will recognize the use of natural and artificial lighting in a photograph
- 1.3 Develop a critical eye in judging photographic qualities
- 1.4 Be familiar with the hard ware and software used on both film and digital based photography
- 1.5 Have a historical perspective of Photography

**Unit 2.**      **2. Understand the operation of a digital camera**

General Outcome:

- 2.0    The students should be able to work with the digital camera and control exposure, focus light balance.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1    The student will be able to properly expose a photograph using both manual and automatic exposure controls
- 2.2    Students will be able to set selective focus both using manual and automatic controls
- 2.3    Student will be able to set proper white balance
- 2.4    Students will be able to transfer photographs from camera to computer for further use.

**Unit 3.** 3. Composition, focal length and perspective choices

General Outcome:

- 3.0 The students should be able to compose a photograph in camera. Make effective use of focal length choices. Students will also understand perspective and its uses to impact the feeling a photograph has to the viewer.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 The student will understand negative and positive space in the composition of a photograph
- 3.2 Student will understand and use in photographs balance, focal point, and scale to enhance a composition.
- 3.3 Visual movement, texture, repetition, will be used in photographs to create visual richness.
- 3.4 Correct use of focal length to create depth of field, or selective focus in a photograph

**Unit 4.** 4. Proper use of natural and artificial lighting in portraiture

General Outcome:

- 4.0 The students should be able to Use natural and artificial lighting for the best possible quality photographs of people.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to: use available lighting, flash, and studio lighting for effective portraiture.

- 4.1 Students will be able to effectively use the available light in the environment to make well-exposed photographs of people.
- 4.2 Student will make photographs of people using on camera flash and bounce lighting.
- 4.3 Students will use studio artificial lighting to make flattering portraits.

**Unit 5.** 5. Product photography in studio and natural lighting

General Outcome:

5.0 The students should be able to take photographs of products in natural and artificial lighting conditions.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to: Take photographs of products by using and manipulating the artificial and natural lighting available.

5.1 Take a product photograph with natural and reflective cards

5.2 Use studio lighting to make effective product photographs.

**Unit 6.**      **6. Out-door and location photography with natural and assisted lighting**

General Outcome:

6.0    The students should be able to make photographs outdoors of any subject matter. Learn to make effective use of times of day reflector and artificial lighting.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to: make photographs that bring out the character and qualities of a variety of subjects using outdoor lighting and artificial supplements of necessary.

6.1    make photographs out side

6.2    Understand the effects of weather conditions; times of day and perspective can have on photographic subjects.

6.3    How to optimize choice of conditions to make the best possible photograph.

## **Unit 7.** 7 Digital Asset management archiving and key-wording

### General Outcome:

7.0 The students should be able to manage the digital photographs as assets in the Graphic Design process. Using cataloguing, cd-rom archiving and effective key wording to have images available when needed.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to: catalogue, archive and manage digital photographs.

- 7.1 Catalogue digital photographs for future use
- 7.2 Use effective key wording to be able to locate images when needed for projects.
- 7.3 Archive digital images for future use.

**Unit 8.** 8. Preparation of photographs for press, web or multimedia use

General Outcome:

8.0 The students should be able to manipulate digital photographs for print, web, and multimedia production

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to: create pre-press ready photographs. Prepare image to proper size, resolution and compression for use on the web. Prepare digital images for multimedia use.

- 8.1 Students will be able to make quality choices to prepare images for press including; proper resolution, color correction and color separations for press printing
- 8.2 Students will be able to prepare digital photographs for effective use on the web
- 8.3 Students will be able to prepare image for use in TV, CD-ROM, and other multimedia use.
- 8.4 Students will be able to take any image and set then to proper settings for all of the above uses.