University of the
West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Photographic Camera Techniques					
Module Code	UALAMF-15-1 (PHO 106)		Level	1	Version	1
Owning Faculty	ACE		Field	Lens and Moving Image		
Contributes towards	BA (HONS) Photography					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Project	
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	N/a		Module Entry requirements	N/a		
Valid From	September 2012		Valid to	September 2018		

CAP Approval Date	1 August 2012

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: • Provide the student with an understanding of the characteristics of light, camera and lens. (Component A) • Provide the student with the photographic skills and techniques in the use of the digital camera. (Component A) • Research, develop and manage photographic projects. (Component A) • Produce creative photographic outcomes through a body of coursework. (Component A) • Produce and present images, which are of appropriate quality for a variety of market segments and understand the need to build a profile to work as a professional photographer. (Component A) • Produce a portfolio of evidence for print output. (Component A)
Syllabus Outline	In this module learners will be taught the skills and techniques of camera operation to enable them to produce creative images using either traditional or digital cameras. Learners will explore photography using appropriate visual language including composition and other formal elements. Learners are encouraged to develop practical experience and skills in using photographic equipment and techniques. Learners will use a range of camera types and learn about their potential application and they will use studio set-ups and basic

	lighting configurations.

Subjects of study will include: advanced masking, advanced retouching, advanced editing, creative utilization of camera controls, composition, panoramic large format photography, camera raw and basic critical theory. The coursework consists of both technical and creative assignments, essays, presentations, regular class critiques and discussions.

Be able to use a camera Cameras: digital; film-based e.g. compact rangefinder, disposable cameras, SLR Camera operation: focus; exposure; shutter speed; depth of field; types of film e.g. black and white, color, film speed; lighting e.g. natural, artificial, flash

Understand the use of visual language in photography. Formal elements: e.g. shape, form, texture, pattern, line, tone, color, composition, and viewpoint. Composition: shot e.g. close-up, mid-shot, long shot; framing; structure; lighting.

Be able to create photographs, which demonstrate exploration of visual language Exploration: e.g. of viewpoint, of form, of texture, of pattern, of line, of tone.

Be able to comment on outcomes of own photographic work Format: e.g. sketchbook, mounted work, annotations, written notes, video diary, and illustrated oral presentations. Work: e.g. strengths, weaknesses, processes, technical issues, skills development, future improvements, suitability for intended purpose, impact, and aesthetics. |
| Contact Hours/Scheduled Hours | Weekly lecture and seminar, plus workshop involving 36 contact hours allocated as follows:

- Self assessment and group work
- Workshops
- Whole class discussion
- Feedback through personal tutorial times
- Self directed learning activities
- Lectures
- Seminars
- Lab based study
- Field photography
- Studio based photography
- Demonstrations of techniques and processes |
| Teaching and Learning Methods | These are principally via lectures, seminars, presentations, tutorials and demonstrations/workshops. The lectures are supported with visual aids: PowerPoint and PDF presentations.
Seminar discussion is led by staff or student and may be illustrated or supported by texts or reading packs. Active student participation and peer discussion in seminars is encouraged.
Students receive individual tutorials on a regular basis where they are guaranteed personal attention and the opportunity for sustained in-depth discussion on a one to one basis.
Group critiques are conducted at regular intervals during the module.
Technical demonstrations and workshops usually involve the introduction to equipment, techniques or processes in keeping with Health and Safety guidelines.
Technical skills are assessed in the workshop but their application must be evidenced in the associated module work. Library and IT plus technical resources are introduced in dedicated sessions. |
| Reading Strategy | **Essential Reading**
Students are required to read key informational and graphical texts throughout the course. This process of engagement and development naturally includes previewing and reviewing texts, monitoring their understanding to determine the most important |

	ideas and the relationships among them, remembering what they read, and making connections and inferences among and between work in progress.
	Further Reading Further reading is advisable for this module, and students will be encouraged to become familiar with a variety of relevant texts and resources (print and electronic). **Access and Skills** Formal opportunities for students to develop their library and information skills are provided within the induction period. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. **Blackboard** This module is supported by Blackboard where students will be able to find all necessary module information. Direct links to information sources will also be provided from within Blackboard.
Indicative Reading List	This Indicative Reading list is intended to enhance your work on the modules and provide contextual and supportive material for your studies and future work. Lectures aim to introduce the key concepts of each module. The specific principal readings of each module are circulated at the start of the term. Lecturers will specify, usually at the first lecture, whether or not specific books should be purchased for particular module. Chris Gatcum (2009) *Camera Creative: Professional Photography Techniques for Innovative Images* Amphoto Books Chris Weston (2008) *Mastering Digital Exposure and HDR Imaging: Understanding the Next-Generation of Digital Cameras,* Rotovision David Nightingale (2010) *Extreme Exposure: Pushing the Limits of Aperture and Shutter Speed for High-Impact Photography,* Amphoto Books David Taylor (2012) *HDR Photography (The Expanded Guide: Techniques),* Ammonite Press Harold Davis (2009) *Creative Composition: Digital Photography Tips and Techniques,* Wiley Jack Howard (2008) *Practical HDRI: High Dynamic Range Imaging for Photographers,* Rocky Nook Joseph Meehan (2010) *Creative Optical & Digital Filter Techniques (Lark Photography Book),* Lark Books Rick Sammon's (2010) *HDR Secrets for Digital Photographers*, Wiley

Part 3: Assessment	
Assessment Strategy	To achieve a pass grade the evidence must show that the learner is able to: The assessment process is based on Computer Software and Camera techniques assignment and a final experimental project brief. All work as detailed in the supporting module project briefs is to be completed and submitted for assessment in a project portfolio with supporting information contained in notebooks/photo books and any associated research material to agreed deadlines. (Component A). Failure to meet these deadlines will be penalised as detailed in the student's course handbooks. **Knowledge of:** 1. Use of appropriate skills and techniques. 2. Presentation of final piece of work. 3. Be able to use photographic studio equipment. 4. Be able to process photographic media. 5. Be able to produce photographic output.

	Technical and applied skills through: Working knowledge of basic digital equipment, lens formats, etc **Understanding through application of:** 1. Good understanding of critical ideas in establishing a body of photographic work. 2. Learning through experimentation, trial and error, testing and through the application of photographic practice, reflection, critical analysis and evaluation.

Identify final assessment component and element	**Component A1**		
% weighting between components A and B (Standard modules only)	**A:** **100%**	**B**:	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. A portfolio of photographs	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. A portfolio of photographs	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	