

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Basic Photography I	PHVD 111	1	Theory 1	Practice 4	3	6
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	X	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English
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Course Instructor(s)	Lec. Halil Madi	E-mail: halil.madi@arucad.edu.tr Office:	
Course Objectives	During this course, students will learn the basic features of camera. They will learn how to use correct exposure values in the camera and how to create a satisfactory composition.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Students will be able to learn about the history of photography	Teaching Methods 1. Direct instruction technique.	Evaluation Methods 1. Midterm exam. 2. Final exam & project
	Students will learn the basic principles of photography	Teaching Methods	Evaluation Methods

Course Content		1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	1. Midterm exam. 2. Final exam & project.
	Students will learn about the technology of camera	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evaluation Methods 1. Midterm exam. 2. Final exam & project.
	Students will examine and apply how to take photos	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evaluation Methods 1. Midterm exam. 2. Final exam & project.
	History of photography and camera will be explored. In addition, the course will help students to learn how to use camera and basic shooting techniques.		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to the Course History of Photography	T	Mary Allen, Portrait Photography'' Focal Press, 1977
2	Principles of Photography	T/P	Walter Nurnberg, Lighting for Portraiture, Focal Press, London, 1978 Langford's Basic Photography: The Guide for Serious Photographers(9 th Edition),Michael Langford,2010
3	Principles of DSLR cameras	T/P	Digital Photography Masterclass, Tom Ang, 2008 Digital Photography Book, Scoot Kelby,2006

4	Shutter Speed	T/P	Understanding Exposure, Bryan Peterson, 1980
5	Aperture and Exposure	T/P	Sümer Eryılmaz, Genel Fotoğrafçılık Bilgileri, 1983 Shutter Speed: Basic Photography and Video, Gordon McKinney, 2014
6	ISO	T/P	Michael Freeman, Amphoto "The Photographers Studio Manual", 1991
7	Exposure Meter	T/P	Michael Freeman, Amphoto "The Photographers Studio Manual", 1991
8	Midterm week		
9	Plot and Subject Active and Passive Editing	T/P	Understanding Exposure, Bryan Peterson, 2016
10	Importance of Lighting	T/P	The Photographers Eye, Michael Freeman, 2007
11	Elements of Visibility	T/P	Light: Science and Magic, Fil Hunter, Steven Biver and Paul Fuqua, 2007
12	Depth of Field	T/P	Understanding Exposure, Bryan Peterson, 2016
13	Lenses	T/P	https://www.youtube.com/watch?v=OofRzrMVVN8
14	Lenses	T/P	https://www.youtube.com/watch?v=hvXWSSNsn-g
15	White Balance	T/P	Mastering Digital Photography, David D. Busch, 2004
16	Portfolio Preparation	T/P	

			Creative Nature and Outdoor Photography, Brenda Tharp, 2003
17	FINAL		

Required Course Material(s) / Reading(s)/ Text Book(s)	DSLR Digital Cameras and Lenses Horenstein , Henry & Allison Carroll. <i>Digital Photography: A basic manual</i> . New York : Little, Brown and Co., 2011. Library Catalogue number: TR267 .H67 2011
Recommended Course Material(s)/ Reading(s) /Other	Yüksel G. (2010). <i>Temel Fotoğrafçılık</i> . Library Catalogue number: CYP TR146 .Y85 2010.

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	-	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.	X				
2	Knows the principles and elements of basic design.				X	
3	Knows the history, theories and theorists of visual communication.		X			
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.				X	
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.			X		
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.				X	
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity			X		
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.		X			
9	Applies visual communication design techniques with design technologies in developing and changing media environments.		X			
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.				X	
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.		X			
12	Has the ability to use research methods and techniques in the field of Visual Communication.	X				
13	Has the competence to research, plan, implement and report during the project phase.		X			
14	Has the competence to establish the connection between design and aesthetic values.				X	
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.					X
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.		X			
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.			X		
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.			X		

19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.		X			
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ECTS / STUDENT WORKLOAD1				
ACTIVITIES	NUMBER	UNIT	HOURL	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		5	75
Preliminary Preparation and self- study	15		2	30
Mid-Term	1		16	16
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		25	25
Other	-		-	-
TOTAL WORKLOAD				146
TOTAL WORKLOAD / 25				5,84
ECTS				6

ETHICAL RULES WITH REGARD TO THE COURSE
<p>Plagiarism Disclaimer</p> <p>Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.</p> <p>Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.</p>

ASSESSMENT DETAILS AND EVALUATION CRITERIA:
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Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn the theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is a very important input for the learning process for the students. It is also vital to understand the effect of creativity input on the production process of advertisement.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Lec. Halil Madi
UPDATED	23.09.2023
APPROVED	