

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Product Photography	VCDE 213	5	Theory 2	Practice 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
		x				
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate / Doctoral (Second / Third Cycle)	
			x			

Language of Instruction	English
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Course Instructor(s)	Asst. Prof. Dr. Cengiz Bodur	E-mail : cengiz.bodur@arucad.edu.tr Office :
Course Objectives	Instruction in the technical aspects involved in commercial photography. Topics include lighting equipment, techniques of production photography, reproduction principles, illustrative techniques, and advertising. Students will learn how to organize and maintain equipment and materials in a photographic studio and select proper lighting for a variety of photographic studio situations.	

Course Learning Outcomes	<ul style="list-style-type: none"> • Use proper exposure and control with artificial light and daylight for advertising purposes. • Develop professional skills for concept, pre-production, capture, postproduction, and final visual presentation. • Create realistic and accurate production cost estimates. • Apply principles of light as they affect photographs. • Receive an introduction to current small business practice, legal issues and marketing for the commercial photographer.
Course Content	<p>The course will start with an overview of the various types of commercial and advertising photography, using digital cameras. Students will learn the use of the view camera, view camera techniques, selection of lenses, camera angles, and movements. Studio and location lighting will be studied, with an emphasis placed on using various types of light modifiers (e.g. soft boxes, umbrellas, reflectors) for different effects. Students will learn various lighting techniques for different subjects. Students will be using only digital files for images, and assignments will be due on a regular basis, and a portfolio of 9-10 images should be turned in at the end of the semester. Topics also covered will be business practices, including pricing, billing and copyright laws.</p>

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	<ul style="list-style-type: none"> • Describing the course content and product photography 	T	N/A

2	<ul style="list-style-type: none"> How to light a product due to concept 	T	Earnest, A. (2019). The new lighting for product photography: the digital photographer's step-by-step guide to sculpting with light. Buffalo, New York: Amherst Media, Inc.
3	<ul style="list-style-type: none"> Product lighting 	T	<ul style="list-style-type: none"> Thomas, J. (2014). The art and style of product photography. Indianapolis, Indiana: John Wiley & Sons.
4	<ul style="list-style-type: none"> Product lighting 	T/P	<ul style="list-style-type: none"> Tuck, K. (2010). Commercial photography handbook: business techniques for professional digital photographers. Buffalo, N.Y: Amherst Media.
5	<ul style="list-style-type: none"> Product lighting 	T/P	Earnest, A. (2019). The new lighting for product photography: the digital photographer's step-by-step guide to sculpting with light. Buffalo, New York: Amherst Media, Inc.
6	<ul style="list-style-type: none"> Fill Flash Interior/Exterior 	T/P	Earnest, A. (2019). The new lighting for product photography: the digital photographer's step-by-step guide to sculpting with light. Buffalo, New York: Amherst Media, Inc.
7	MIDTERM	T/P	
8	<ul style="list-style-type: none"> Fill Flash practice 	T/P	Earnest, A. (2019). The new lighting for product photography: the digital photographer's step-by-step guide to sculpting with light. Buffalo, New York: Amherst Media, Inc.

9	<ul style="list-style-type: none"> Glass Material 	T/P	<ul style="list-style-type: none"> Thomas, J. (2014). The art and style of product photography. Indianapolis, Indiana: John Wiley & Sons.
10	<ul style="list-style-type: none"> Glass Material 	T/P	<ul style="list-style-type: none"> Tuck, K. (2010). Commercial photography handbook: business techniques for professional digital photographers. Buffalo, N.Y: Amherst Media.
11	<ul style="list-style-type: none"> Metal Products 	T/P	<ul style="list-style-type: none"> Earnest, A. (2019). The new lighting for product photography: the digital photographer's step-by-step guide to sculpting with light. Buffalo, New York: Amherst Media, Inc.
12	<ul style="list-style-type: none"> Metal Products 	T/P	<ul style="list-style-type: none"> Thomas, J. (2014). The art and style of product photography. Indianapolis, Indiana: John Wiley & Sons.
13	<ul style="list-style-type: none"> Overview 	T/P	<ul style="list-style-type: none"> Tuck, K. (2010). Commercial photography handbook: business techniques for professional digital photographers. Buffalo, N.Y: Amherst Media.
14	FINAL	T/P	Students need to share their final projects

Required Course Material(s) / Reading(s)/ Text Book(s)	<ul style="list-style-type: none"> Each student must have a digital camera with an image resolution of at least 10 megapixels, and at least one SD cards of 32 GB for image capture.
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Recommended Course Material(s)/ Reading(s) /Other	<ul style="list-style-type: none"> •Earnest, A. (2019). The new lighting for product photography: the digital photographer's step-by-step guide to sculpting with light. Buffalo, New York: Amherst Media, Inc. •Thomas, J. (2014). The art and style of product photography. Indianapolis, Indiana: John Wiley & Sons. •Tuck, K. (2010). Commercial photography handbook: business techniques for professional digital photographers. Buffalo, N.Y: Amherst Media.
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz		
Assignment	1	
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other (class participation)	1	
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES

No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5
1	Ensure technical proficiency that is aligned with aesthetic and theoretical understanding and fluency in the visual vocabulary of photography and video.					
2	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					
3	Able to utilize a variety of technology to achieve specific outcomes within photographic and videographic image-making.					
4	Have an understanding of different genres of photography and video, styles of different eras.					
5	Plan and execute the creation of photographic and videographic imagery following an iterative process of research, ideation, visualization, analysis, production and evaluation.					
6	Build leaders, partners and innovators in the medium of photography and video.					
7	Develop visual communication concepts appropriate for specific purposes and audiences.					
8	Combine excellent technical skills with strong conceptual ideation.					
9	Apply critical thinking and flexibility in problem solving.					
10	Encourage original and individual style through a curriculum based in inquiry, exercise and process.					
11	Work as a professional, maintaining high standards of practice, make ethical judgements and decisions follow legal requirements, and adapt to a rapidly changing work environment.					
12	Exhibit effective leadership skills when working in multidisciplinary teams..					

ECTS / STUDENT WORKLOAD

ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		5	70
Preliminary Preparation and self- study	6		3	18
Mid-Term	1		2	2
Quiz				
Assignment	1		6	6
Project	1		10	10
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		7	7
Other				
TOTAL WORKLOAD				113
TOTAL WORKLOAD / 25				4.52
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

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

PREPARED BY	Asst. Prof. Dr. Cengiz Bodur
UPDATED	
APPROVED	