

<b>Short Title:</b>	Digital Photography <b>APPROVED</b>
<b>Full Title:</b>	Digital Photography
<b>Module Code:</b>	DMED H1022
<b>ECTS credits:</b>	5
<b>NFQ Level:</b>	6
<b>Module Delivered in</b>	<a href="#">2 programme(s)</a>
<b>Module Contributor:</b>	Sinead Curran
<b>Module Description:</b>	<p>This module introduces learners to the basic concepts behind digital photography. Learners will learn how the digital camera produces a digital image, how images are stored and how images are displayed. Specifically this module aims to introduce the learner to:</p> <ul style="list-style-type: none"> <li>• the basic principles behind image production as it applies to photography (pin hole camera/camera obscura);</li> <li>• the basic operation and setup of a modern digital camera;</li> <li>• common photographic concepts such as exposure, white balance, sensitivity (ISO), depth of field, lenses and how each of these concepts should be taken into consideration depending on the subject matter and the environmental conditions such as strong sunlight, indoor lighting, cloud cover or low light;</li> <li>• different photographic compositional styles such as landscape, portraiture, sports, journalistic, and architectural. Learners will also be introduced to the history and practical issues surrounding image composition. For example, learners will be introduced to portraiture composition techniques such as the use of triangular poses and the rule of thirds;</li> <li>• basic image workflow and manipulation software. Learners will learn how to store and catalogue their digital images, carry out basic image manipulation activities such as adjusting exposure, contrast, colour saturation, image size/quality/cropping and some basic effects such as applying sepia tone and conversion to black and white.</li> </ul>
<b>Learning Outcomes:</b>	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> <li>1. Understand the history and importance of photography and the role it plays in a digital context.</li> <li>2. Understand how digital images are produced and displayed.</li> <li>3. Have a working knowledge of photographic concepts such as aperture, shutter speed, reciprocity, sensitivity (ISO), focus, white balance, f-stops and exposure.</li> <li>4. Understand the effect of compositional elements such as light, shape, lines, texture, colour, perspective, depth of field and the law of thirds.</li> <li>5. Understand how colour is perceived and how colour information is stored in digital images. Learners will also understand the importance of colour calibration with regard to photo output on screen or print media.</li> <li>6. Understand the digital photography workflow from capture to presentation.</li> <li>7. Use flash photography to create a desired effect in different lighting conditions.</li> <li>8. Manipulate and correct digital images using basic digital imaging software.</li> </ol>	

**Module Content & Assessment**

<b>Indicative Content</b>
<p><b>History of photography</b> Early photographs, The Camera Obscura, Eastman Kodak, first digital image capture devices. The development of photography and its importance to society.</p>
<p><b>The process of digital image creation</b> Basic components of a modern digital camera. Sensor technology, CCD, CMOS. Image storage, file formats, compression, JPEG V's RAW. Image transfer techniques USB/other.</p>
<p><b>Digital capture</b> Focus, Exposure, Aperture priority, Shutter Speed priority, Manual, Program, Metering, Sensitivity (ISO), White balance</p>
<p><b>Crafting images</b> Light sources (Direction, form and quality), Metering modes, Depth of field, Movement, Perspective, Composition, Flash photography, Photographic situations, landscape, portraiture, sport, wildlife, journalistic, product/macro, street...</p>
<p><b>Digital Image Workflow</b> Transfer of photographs from camera to computer. Backup of photographs to external drive or DVD. Image management, tagging and identification. Image manipulation and correction using contrast, brightness, colour temperature, exposure, red eye removal and noise reduction. Image resolution, resizing and cropping. Image effects such as black and white, blurring, sharpening, vignette, sepia tone... Colour calibration for print and screen.</p>
<p><b>Digital image presentation</b> Printing digital photographs. Sharing digital photographs on the internet (web galleries). Emailing digital photographs (compression). Use of digital photographs in documents and as web graphics. Production of digital/traditional albums.</p>

<b>Indicative Assessment Breakdown</b>	<b>%</b>
Course Work Assessment %	100.00%

<b>Course Work Assessment %</b>				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Lab work	Exposure control assessment. Students are required to demonstrate exposure control using Aperture, Shutter speed and ISO camera settings by producing a series of photos that clearly demonstrate the effects of the different camera settings.	3,4	20.00	n/a
Lab work	Student are required to produce a series of photos that demonstrate an understanding of the basic principles of good composition. Photos should clearly show the use of particular compositional elements such as light, shape, lines, texture, colour, etc.	3,4,5	20.00	n/a
Project	Photo Essay - Students are required to choose a theme and plan out a photo essay containing 10 images. The photo essay should be accompanied by a project workbook, artists statement and all photos should be presented in a hardback book in 8x10 format. Each photo should have a title and should list exposure details such as aperture, shutter speed, ISO and focal length. Image can be enhanced digitally but cannot be significantly altered.	1,2,3,4,5,6,7,8	60.00	n/a

No Final Exam Assessment %
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<b>Indicative Reassessment Requirement</b>
<p><b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i></p>
<p><b>Reassessment Description</b> Reassessment will required resubmitting coursework with own sourced equipment.</p>

**ITB reserves the right to alter the nature and timings of assessment**

**Indicative Module Workload & Resources**

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	30.00
Every Week	120.00
Every Week	30.00

**Resources**

*Recommended Book Resources*

**Jim Miotke 2005, *The BetterPhoto guide to digital photography*, Amphoto Books New York [ISBN: 0-8174-3552-2]**  
**Langford 2010, *Langford's Basic Photography*, 9th Ed., Focal Press [ISBN: 0-240-521688]**

*Supplementary Book Resources*

**by Naomi Rosenblum 1997, *A world history of photography*, Abbeville Press New York [ISBN: 978-0-7892-0329-8]**  
**Beaumont Newhall, *The history of photography* [ISBN: 978-0870703812]**  
**Katrin Eismann, Sean Duggan, and Tim Grey 2010, *Real World Digital Photography*, 3rd Ed.**

*This module does not have any article/paper resources*

*Other Resources*

**Internet based resource: *Better Photo Website***  
<http://www.betterphoto.com/>  
**Internet based resource: *Nikon Digital Tutor***  
[http://www.nikondigitutor.com/index\\_eng.html](http://www.nikondigitutor.com/index_eng.html)  
**Internet based resource: *Digital Photography FAQ***  
<http://www.cs.duke.edu/~parr/photography/faq.html>  
**Internet based resource: *Irish Photographers Website***  
<http://www.irishphotographers.ie/>  
**Internet: 'Source Magazine', <http://www.source.ie/>**  
**Internet: *Photo Ireland*, <http://photoireland.org/>**  
**Internet: *Time Photography*, <http://time.com/tag/photography/>**

**Module Delivered in**

Programme Code	Programme	Semester	Delivery
BN_DDME8_8	<a href="#">Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]</a>	1	Mandatory
BN_DDME8_7	<a href="#">Bachelor of Arts in Creative Digital Media [180 ECTS credits]</a>	1	Mandatory