


Course Outline	
DSGN7132 Photography I (3)	
Effective Date 01 February 2015	Study Program Visual Communication Design Revision 0

1. Course Description

This Photography I course includes the technical operation of taking photos with a camera. This course will be one of the main technical support for students with DKV to be able to understand and be able to implement the disciplines of visual communication design.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes

3. Topics

- History of Photography
- SLR Cameras Usage
- Basic Techniques of Photography
- Outdoor Shooting Practice
- Composition and Aesthetic Aspect
- Digital Black & White Photography
- 6 Lighting Quality
- Advanced Composition Techniques
- Preparation and Briefing Final Project
- Night Shooting Technique
- Special Effects Techniques
- World of Photography These Day
- Presentation of Final Project

4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Recognize photography problems and techniques
- LO 2: Use camera and lighting in photography
- LO 3: Design the final photography project of visual communication

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including Presentation, lecturing, observation, Demonstration, case study, and role play.

6. Textbooks and Other Resources

6.1 Textbooks

1. Peterson, B. (2010). *Understanding Exposure*. 03. Amphoto Books. China. ISBN: 778-0-81743939-2.
2. Pendarvis, C.T., & Donal. J. (2009). *Beyond Digital Photography*. 01. Peachpit Press. Berkeley. ISBN: 978-031-41021-4.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. http://www.youtube.com/watch?v=S-7_FciNaqs
2. http://www.youtube.com/watch?v=_dmEY2izZpk
3. http://www.youtube.com/watch?v=VrJ5ZAIK_jo
4. http://www.youtube.com/watch?v=m9pxPz_k4R0
5. <http://www.youtube.com/watch?v=Na1Nulk457c>
6. <http://www.youtube.com/watch?v=Na1Nulk457c>
7. <http://www.youtube.com/watch?v=EPwl1bHUcFs>
8. <http://www.youtube.com/watch?v=2OXpPDI58Nc>
9. <http://www.youtube.com/watch?v=W1Unv6DPJiU>
10. <http://lmscontent.binus.ac.id/digitalcontent/Digital Content Photography 1.zip>
11. <http://www.youtube.com/watch?v=IAHIONYFKHE>
12. <http://www.youtube.com/watch?v=5Z2kQ6rkFAA>
13. <http://www.youtube.com/watch?v=ENHKjb8ltAM>
14. <http://www.youtube.com/watch?v=r6apVp2-y6c>
15. <http://www.youtube.com/watch?v=sORjuQsXThc>
16. http://www.youtube.com/watch?v=RuJ_Jd6Qgyo
17. <http://www.youtube.com/watch?v=hFoio4RuTr0>
18. <http://www.youtube.com/watch?v=uzeDefUXARE>
19. <http://www.youtube.com/watch?v=M5ka49kMUxs>
20. http://www.youtube.com/watch?v=_nhQUOTfx_0
21. <http://www.youtube.com/watch?v=8poWrcizV1s>
22. <http://www.youtube.com/watch?v=8poWrcizV1s>
23. <http://www.youtube.com/watch?v=de8s7bMoLzQ>
24. <http://www.youtube.com/watch?v=oGcCuidPb8c>
25. <http://www.youtube.com/watch?v=scTkyKARqEA>
26. <http://www.youtube.com/watch?v=83WPlqb4gel>
27. <http://www.youtube.com/watch?v=Q8NEa-ghHbo>
28. <http://www.youtube.com/watch?v=Q5DV75oDUJs>
29. <http://www.youtube.com/watch?v=qPDB5c4tzKY>
30. Outdoor Shooting Practice_enrichment material

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	History of Photography - Camera Obscura - History and rationale of photography, beginning techniques, characteristics and development. - Pioneer and contributions	- History of Photography - Beyond Digital Photography, chapter 1 - Understanding Exposure, page 14 - Documentary - History of Photography, http://www.youtube.com/watch?v=S-7_FciNaqs - Camera Obscura, http://www.youtube.com/watch?v=RuJ_Jd6Qgyo

2 F2F	LO 1	SLR Cameras Usage <ul style="list-style-type: none"> - Functions, anatomy, and mechanisms of cameras and equipment - Lenses, diaphragm, and the depth of field - Lightmeter camera, functions, and how to read it - Setting the light, aperture, and shutter speed. - Shutter, shutter speed and motion capture - Types of cameras and formats based on the workings of the film 	<ul style="list-style-type: none"> - SLR Cameras Usage - Beyond Digital Photography, chapter 3 - Understanding Exposure, page 16, 22 - Anatomy of a Digital SLR Camera, http://www.youtube.com/watch?v=Na1Nulk457c - Digital & Video Cameras: Different Types of Camera Lenses, http://www.youtube.com/watch?v=83WPlqb4gel
3 F2F	LO 1	SLR Cameras Usage <ul style="list-style-type: none"> - Functions, anatomy, and mechanisms of cameras and equipment - Lenses, diaphragm, and the depth of field - Lightmeter camera, functions, and how to read it - Setting the light, aperture, and shutter speed. - Shutter, shutter speed and motion capture - Types of cameras and formats based on the workings of the film 	<ul style="list-style-type: none"> - SLR Cameras Usage - Beyond Digital Photography, chapter 3 - Understanding Exposure, page 16, 22 - Anatomy of a Digital SLR Camera, http://www.youtube.com/watch?v=Na1Nulk457c - Digital & Video Cameras: Different Types of Camera Lenses, http://www.youtube.com/watch?v=83WPlqb4gel
4 F2F	LO 1 LO 2	Basic Techniques of Photography <ul style="list-style-type: none"> - Diaphragm affect depth of field: long and short - Focal length lens, distance and magnitude number f in the dof. - Shutter speed affect the arrest of motion: freeze, slow motion, and panning - The type of film on the market: the size of the film, positive, negative, color, black, and white and process each type 	<ul style="list-style-type: none"> - Basic Techniques of Photography - Beyond Digital Photography, chapter 2 - Understanding Exposure, page 26, 42 - 4 Basic Techniques of Photography, http://lmscontent.binus.ac.id/digitalcontent/Digital Content Photography 1.zip - Photography tutorial - depth of field, http://www.youtube.com/watch?v=uzedefUXARE - Depth Of Field Photography Tips Tutorial - Learn how to take great photos, http://www.youtube.com/watch?v=qPDB5c4tzKY
5 F2F	LO 1 LO 2	Basic Techniques of Photography <ul style="list-style-type: none"> - Diaphragm affect depth of field: long and short - Focal length lens, distance and magnitude number f in the dof. - Shutter speed affect the arrest of motion: freeze, slow motion, and panning - The type of film on the market: the size of the film, positive, negative, color, black, and white and process each type 	<ul style="list-style-type: none"> - Basic Techniques of Photography - Beyond Digital Photography, chapter 2 - Understanding Exposure, page 26, 42 - 4 Basic Techniques of Photography, http://lmscontent.binus.ac.id/digitalcontent/Digital Content Photography 1.zip - Photography tutorial - depth

			of field, http://www.youtube.com/watch?v=uzedefUXARE - Depth Of Field Photography Tips Tutorial - Learn how to take great photos, http://www.youtube.com/watch?v=qPDB5c4tzKY
6 F2F	LO 1 LO 2	Outdoor Shooting Practice - Read lightmeter camera and lens selection - The assembly films, using a camera and shooting	- Outdoor Shooting Practice - Beyond Digital Photography, chapter 4 - Understanding Exposure, page 62 - Outdoor Photography : Outdoor Photography: Sunny F16 Rule, http://www.youtube.com/watch?v=_nhQUOTfx_0 - Outdoor Lighting by Jeff Smith, http://www.youtube.com/watch?v=2OXpPDI58Nc - Outdoor Shooting Practice_enrichment material
7 F2F	LO 1 LO 2	Outdoor Shooting Practice - Read lightmeter camera and lens selection - The assembly films, using a camera and shooting	- Outdoor Shooting Practice - Beyond Digital Photography, chapter 4 - Understanding Exposure, page 62 - Outdoor Photography : Outdoor Photography: Sunny F16 Rule, http://www.youtube.com/watch?v=_nhQUOTfx_0 - Outdoor Lighting by Jeff Smith, http://www.youtube.com/watch?v=2OXpPDI58Nc - Outdoor Shooting Practice_enrichment material
8 F2F	LO 1 LO 2	Composition and Aesthetic Aspect - Elements that can support the composition: line, pattern, shape, texture, and color - Theory: golden rule, diagonal, negative space, symmetrical, horizontal vs. vertical	- Composition and Aesthetic Aspect - Beyond Digital Photography, chapter 5 - Understanding Exposure, page 66 - Composition Rule 3 - The Rule of Thirds, http://www.youtube.com/watch?v=ENHKjb8ItAM - Golden Rules of Lomography, http://www.youtube.com/watch?v=oGcCuidPb8c
9 F2F	LO 1 LO 2	Composition and Aesthetic Aspect - Elements that can support the composition: line, pattern, shape, texture, and color - Theory: golden rule, diagonal, negative space, symmetrical, horizontal vs. vertical	- Composition and Aesthetic Aspect - Beyond Digital Photography, chapter 5 - Understanding Exposure, page 66

			<ul style="list-style-type: none"> - Composition Rule 3 - The Rule of Thirds, http://www.youtube.com/watch?v=ENHKjb8ltAM - Golden Rules of Lomography, http://www.youtube.com/watch?v=oGcCuidPb8c
10 F2F	LO 2	Digital Black & White Photography <ul style="list-style-type: none"> - Black and white vs. color in the photo - BW Films: Ortho, pan chromatic, & infrared - Detail, shadow, shape, and lighting as supporting elements - Use filters in BW photo - Zone system as the color information in BW photo 	<ul style="list-style-type: none"> - Digital Black & White Photography - Beyond Digital Photography, chapter 3 - Understanding Exposure, page 74 - Black and White Photography, http://www.youtube.com/watch?v=EPw1bHUcFs - Fine Art Black and White Photography by Doreen Osto, http://www.youtube.com/watch?v=hFoio4RuTr0
11 F2F	LO 2	6 Lighting Quality <ul style="list-style-type: none"> - Brightness - Color - Contrast/Ratio - Diffused - Direction - Specular 	<ul style="list-style-type: none"> - 6 Lighting Quality - Beyond Digital Photography, chapter 7 - Understanding Exposure, page 30 - How to get a correct exposure, http://www.youtube.com/watch?v=5Z2kQ6rkFAA - Understanding Creatively Correct Exposure with Bryan Peterson, http://www.youtube.com/watch?v=Q8NEa-ghHbo
12 F2F	LO 2	6 Lighting Quality <ul style="list-style-type: none"> - Brightness - Color - Contrast/Ratio - Diffused - Direction - Specular 	<ul style="list-style-type: none"> - 6 Lighting Quality - Beyond Digital Photography, chapter 7 - Understanding Exposure, page 30 - How to get a correct exposure, http://www.youtube.com/watch?v=5Z2kQ6rkFAA - Understanding Creatively Correct Exposure with Bryan Peterson, http://www.youtube.com/watch?v=Q8NEa-ghHbo
13 F2F	LO 2	Advanced Composition Techniques <ul style="list-style-type: none"> - Rule of Third - Symmetrical Rules - The Golden Rule 	<ul style="list-style-type: none"> - Advanced Composition Techniques - Beyond Digital Photography, chapter 8 - How to make and shoot silhouettes photos, http://www.youtube.com/watch?v=IAHIONYFKHE - Silhouette Tutorial,

			http://www.youtube.com/watch?v=de8s7bMoLzQ
14 F2F	LO 2 LO 3	Preparation and Briefing Final Project - Examples of existing work, the purpose of briefing the manufacture - Workmanship requirements	<ul style="list-style-type: none"> - Preparation and Briefing Final Project - Beyond Digital Photography, chapter 4 - Understanding Exposure, page 80 - Photographer Hin Chua on hunting for images, http://www.youtube.com/watch?v=VrJ5ZAIK_jo - Photography of a hunting Harris hawk, http://www.youtube.com/watch?v=sORjuQsXThc
15 F2F	LO 2 LO 3	Preparation and Briefing Final Project - Examples of existing work, the purpose of briefing the manufacture - Workmanship requirements	<ul style="list-style-type: none"> - Preparation and Briefing Final Project - Beyond Digital Photography, chapter 4 - Understanding Exposure, page 80 - Photographer Hin Chua on hunting for images, http://www.youtube.com/watch?v=VrJ5ZAIK_jo - Photography of a hunting Harris hawk, http://www.youtube.com/watch?v=sORjuQsXThc
16 F2F	LO 2 LO 3	Night Shooting Technique - Bulb Example: Painting with light - Calculation of BDE (basic daylight exposure) as an alternative to counting without lightmeter - Techniques and how to shoot Nightscene and bulb	<ul style="list-style-type: none"> - Night Shooting Technique - Beyond Digital Photography, chapter 6 - Understanding Exposure, page 84 - Night Photography Tutorial, http://www.youtube.com/watch?v=m9pxPz_k4R0 - DSLR Tips: Night Photography, http://www.youtube.com/watch?v=scTkyKARqEA
17 F2F	LO 2 LO 3	Special Effects Techniques - Film: Daylight and tungsten. - Light-based temperature: fluorescent, daylight, & tungsten.	<ul style="list-style-type: none"> - Special Effects Techniques - Beyond Digital Photography, chapter 8 - Understanding Exposure, page 88 - B.D.E.: Basic Daylight Exposure Tutorial, http://www.youtube.com/watch?v=M5ka49kMUxs - Photography Tips - How to Achieve Extended Daylight Exposures, http://www.youtube.com/watch?v=Q5DV75oDUJs
18 F2F	LO 2 LO 3	Special Effects Techniques - Film: Daylight and tungsten. - Light-based temperature: fluorescent, daylight, & tungsten.	<ul style="list-style-type: none"> - Special Effects Techniques - Beyond Digital Photography, chapter 8 - Understanding Exposure,

			page 88 - B.D.E.: Basic Daylight Exposure Tutorial, http://www.youtube.com/watch?v=M5ka49kMUxs - Photography Tips - How to Achieve Extended Daylight Exposures, http://www.youtube.com/watch?v=Q5DV75oDUJs
19 F2F	LO 3	World of Photography These Day - Flow: Architectural - Flow: Fine art - Flow: Human Interest - Flow: Journalism - Flow: Landscape	- World of Photography These Day - Beyond Digital Photography, chapter 7 - Understanding Exposure, page 98 - Rick Sammon's Top Ten Digital Photography Tips, http://www.youtube.com/watch?v=W1Unv6DPJiU - Beginning Digital Photography Tips, http://www.youtube.com/watch?v=8poWrcizV1s
20 F2F	LO 3	Presentation of Final Project - Special effects with: Cross process - Special effects with: Digital Retouching - Special effects with: Filters - Special effects with: Lenses - Special effects with: Printing technique	- Final Project Preparation - Beyond Digital Photography, chapter 8 - Understanding Exposure, page 102-104 - Best Homemade Fish-Eye and Wide-Angle Lens for Your Camera - \$5, http://www.youtube.com/watch?v=_dmEY2izZpk - DIY Vaseline Photo Filter, http://www.youtube.com/watch?v=r6apVp2-y6c

8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	50%	√	√	√
Mid Exam	25%		√	√
Final Exam	25%		√	√

Practicum

-

Final Evaluation Score

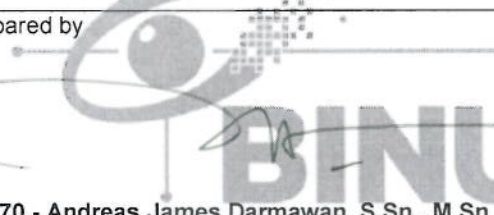
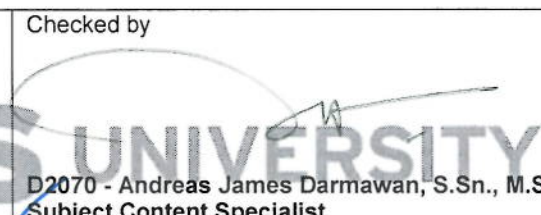


Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level
----	------------	-------------------

		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Students can describe kinds of photography problems and techniques	Students can describe kinds of problems and techniques by using many sources or references, in order to make a conclusion	Students can describe kinds of problems and techniques by using a source or reference, in order to make a conclusion	Students can describe kinds of problems and techniques by using only what did they get in class	Students can not describe kinds of problems and techniques
	1.2. Students can explain what techniques should be used for problems solving	1.3. Students can explain which techniques for which problems by using many sources or references, in order to make a conclusion	Students can explain which techniques for which problems by using only what did they get in class	Students can explain which techniques for which problems by using only what did they get in class	Students can not explain which techniques for which problems
LO 2	2.1. Students can operate features in camera and lighting in photography	Students can operate many camera and lighting features, in order to make an excellence photoshot	Students can operate a single camera and lighting feature, in order to make an excellence photoshot	Students can operate a single camera and lighting feature, in order to make a standard photoshot	Students can not operate a camera and lighting feature
	2.2. Students can apply camera and lighting in photography in order to solving problems	Students can apply skills and knowledge in many camera and lighting features, in order to make an excellence photoshot	Students can apply skills and knowledge in a single camera and lighting feature, in order to make an excellence photoshot	Students can apply skills and knowledge in a single camera and lighting feature, in order to make a standard photoshot	Students can not apply skills and knowledge in camera and lighting feature
LO 3	3.1. Students can plan how to use which camera and lighting technique in order to make the right photoshot	Students can plan how to make a conceptual	Students can plan how to make a conceptual	Students can plan how to make a conceptual	Students can not plan how to make a conceptual

		photography by using many sources or references combine with camera and lighting knowledge skills	photography design by using a single source or reference combine with camera and lighting knowledge skills	photography design by using only what did they get in class	photography design
	3.2. Students can create photography supporting to make the visual communication	Students can create how to make a conceptual photography design by using many sources or references combine with camera and lighting knowledge skills	Students can create how to make a conceptual photography design by using a single source or reference combine with camera and lighting knowledge skills	Students can create how to make a conceptual photography design by using only what did they get in class	Students can not create how to make a conceptual photography design

Prepared by  D2070 - Andreas James Darmawan, S.Sn., M.Sn	Checked by  D2070 - Andreas James Darmawan, S.Sn., M.Sn Subject Content Specialist
Approved by  D2070 - Andreas James Darmawan, S.Sn., M.Sn Subject Content Coordinator	Acknowledged by  D2465 - Sari Wulandari, S.Sn., M.Sn. Head of Program - New Media