


Course Outline	
DSGN7133 Photography II (3)	
Effective Date 01 September 2016	Study Program Visual Communication Design Revision 1

1. Course Description

This Photography II 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
SO 1 - Able to analyze cases in communication field and propose solutions for related problems by applying communication concepts.
SO 2 - Able to conduct research in communication in order to apply the communication science in real life setting.
SO 3 - Able to perform oral and written communication skills in planning and solving communication crisis, both internal and external to the public.
SO 5 - Able to represent the interaction skills with various levels of societies.
SO 8 - Able to implement public relation and marketing skills to achieve applicable competencies.

3. Topics

- The introduction of photographic equipment in the studio
- Introduction of basic lighting with the main light (for 1-2 point lighting)
- Introduction of lighting accessories (3 points lightings)
- Basic introduction to shooting models (Portraiture)
- Lighting the basis for the portrait
- Hollywood Glamour photography
- Clamshell lighting
- Basic still life photography
- Still-life photography advanced
- Still Life-Product shot (continued)
- Applying Special Techniques for General Products
- Advertising photography
- Presentation of campaign advertising (final project)

4. Learning Outcomes

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

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

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Demonstration, Lecture, Observation, Role Play, and Presentation.

6. Textbooks and Other Resources**6.1 Textbooks**

1. J. Dennis Thomas. (2014). *The Art and Style of Product Photography*. 01. John Wiley and Sons, Inc. Canada. ISBN: 978-1118721476.
2. Andrews, Philip, Peter Cope. (2010). (2010). *The Complete Digital Photography Manual*. 01. 1st Books Library. London. ISBN: 978-184-732-019-3.

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

6.2 Other Resources

1. <http://lmscontent.binus.ac.id/digitalcontent/Digital Content fot2 -ligting for portrait.rar>
2. <http://lmscontent.binus.ac.id/digitalcontent/05-Hollywood%20glamour%20portraits%20lighting.rar>
3. <http://lmscontent.binus.ac.id/digitalcontent/02-1-Three%20Point%20Lighting%20&%2002-2-Introduction%20to%20Lighting-%20What%20is%20Light.rar>
4. http://lmscontent.binus.ac.id/digitalcontent/11-Food%20_%20Camera%20Gear%20BTS%20Food%20Photo%20Video%20Shoot%20%20at%20a%20Montreal%20Studio.rar
5. <http://lmscontent.binus.ac.id/digitalcontent/08-still%20life%20photo.rar>
6. [http://lmscontent.binus.ac.id/digitalcontent/12-Commercial%20Photo%20Shoot%20-%20Utah%20Football%20Hall%20of%20Fame%20\(Behind%20the%20Scenes%20-BTS\).rar](http://lmscontent.binus.ac.id/digitalcontent/12-Commercial%20Photo%20Shoot%20-%20Utah%20Football%20Hall%20of%20Fame%20(Behind%20the%20Scenes%20-BTS).rar)
7. <http://lmscontent.binus.ac.id/digitalcontent/03-How%20to%20Start%20a%20Studio%20Photography%20Business,%20Part%20one-%20The%20Photo%20Equipment.rar>
8. <http://lmscontent.binus.ac.id/digitalcontent/09-still%20life%20photo2.rar>
9. <http://lmscontent.binus.ac.id/digitalcontent/06-hollywood%20actrees.rar>
10. <http://lmscontent.binus.ac.id/digitalcontent/04-Glamour%20Portrait%20Photo%20Shoot-%20Model,%20Hair,%20Makeup,%20Styling,%20Lighting,%20Posing.rar>
11. <http://lmscontent.binus.ac.id/digitalcontent/07-Clamshell%20Lighting.rar>
12. <http://lmscontent.binus.ac.id/digitalcontent/01-std%20equipment.rar>
13. <http://lmscontent.binus.ac.id/digitalcontent/10-Product%20Photography%20-%20Shooting%20Watches%20with%20Fog%20BTS.rar>
14. <http://lmscontent.binus.ac.id/digitalcontent/13-'Advanced'%20Adobe%20Photoshop%20CS5%20-%20Camera%20Raw%206.1%20+%20Adjustment%20Layer%20Tricks.rar>

7. Schedule**Theory**

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	The introduction of photographic equipment in the studio - Learn how to use/installation of each appliance - Characteristics and functions - Accesories lighting: Snoot, umbrella, standard head reflector, softbox - Equipment support: Cable syncro, triggers, background floor stand, table tops.	- The introduction of photograhpic equipment in the studio - The Art and Style of Product Photography , Chapter 2, Page 26 - 01-std equipment, http://lmscontent.binus.ac.id/digitalcontent/01-std%20equipment.rar

2 F2F	LO 1 LO 2	<p>Introduction of basic lighting with the main light (for 1-2 point lighting)</p> <ul style="list-style-type: none"> - Use a lamp as the main light, modelling light and flash - How to wear lightmeter and measure the power Lamps - Correlation between shutter speed and flash light 	<ul style="list-style-type: none"> - Introduction of basic lighting with the main light (for 1-2 point lighting) - The Art and Style of Product Photography , Chapter 4, Page 78 - 02-1-Three Point Lighting & 02-2-Introduction to Lighting-What is Light, http://lmscontent.binus.ac.id/digitalcontent/02-1-Three%20Point%20Lighting%20&%2002-2-Introduction%20to%20Lighting-%20What%20is%20Light.rar
3 F2F	LO 1 LO 2	<p>Introduction of lighting accessories (3 points lightings)</p> <ul style="list-style-type: none"> - Function and character: Fill, hair, background,& edge light - Measurement and the setting ratio/contrast 	<ul style="list-style-type: none"> - Introduction of lighting accessories (3 points lightings) - The Complete Digital Photography Manual, Chapter 3, Page 24 - 03-How to Start a Studio Photography Business, Part one- The Photo Equipment., http://lmscontent.binus.ac.id/digitalcontent/03-How%20to%20Start%20a%20Studio%20Photography%20Business.%20Part%20one-%20The%20Photo%20Equipment.rar
4 F2F	LO 2 LO 3	<p>Basic introduction to shooting models (Portraiture)</p> <ul style="list-style-type: none"> - 4 head and body position - Broad and short lighting techniques for portrait 	<ul style="list-style-type: none"> - Basic introduction to shooting models (Portraiture) - The Complete Digital Photography Manual, Chapter 4, Page 70 - 04-Glamour Portrait Photo Shoot- Model, Hair, Makeup, Styling, Lighting, Posing, http://lmscontent.binus.ac.id/digitalcontent/04-Glamour%20Portrait%20Photo%20Shoot-%20Model,%20Hair,%20Makeup,%20Styling,%20Lighting,%20Posing.rar
5 F2F	LO 2 LO 3	<p>Lighting the basis for the portrait</p> <ul style="list-style-type: none"> - Lighting patterns: Butterfly, loop, Rembrandt, & Split - Characteristics of each position on a different model 	<ul style="list-style-type: none"> - Lighting the basis for the portrait - The Complete Digital Photography Manual, Chapter 5, Page 96 - Digital Content - Lighting for portrait, http://lmscontent.binus.ac.id/digitalcontent/Digital Content fot2 -lighting for portrait.rar - 05-Hollywood glamour portraits lighting,

			http://lmscontent.binus.ac.id/digitalcontent/05-Hollywood%20glamour%20portraits%20lighting.rar
6 F2F	LO 2	Hollywood Glamour photography - Features and characteristics: Model, settings, & lights - Property photo	<ul style="list-style-type: none"> - Hollywood Glamour photography - The Complete Digital Photography Manual, Chapter 6, Page 110 - 06-hollywood actresses, http://lmscontent.binus.ac.id/digitalcontent/06-hollywood%20actrees.rar
7 F2F	LO 2 LO 3	Clamshell lighting - Character and characteristics of the technique - Lighting diagrams shooting	<ul style="list-style-type: none"> - Clamshell lighting - The Complete Digital Photography Manual, Chapter 7, Page 126 - 07-Clamshell Lighting, http://lmscontent.binus.ac.id/digitalcontent/07-Clamshell%20Lighting.rar
8 F2F	LO 2 LO 3	Clamshell lighting - Character and characteristics of the technique - Lighting diagrams shooting	<ul style="list-style-type: none"> - Clamshell lighting - The Complete Digital Photography Manual, Chapter 7, Page 126 - 07-Clamshell Lighting, http://lmscontent.binus.ac.id/digitalcontent/07-Clamshell%20Lighting.rar
9 F2F	LO 2 LO 3	Basic still life photography - Definition of still life photography - Simple product shot/box	<ul style="list-style-type: none"> - Basic still life photography - The Complete Digital Photography Manual, Chapter 9, Page 164 - 08-still life photo, http://lmscontent.binus.ac.id/digitalcontent/08-still%20life%20photo.rar
10 F2F	LO 2 LO 3	Basic still life photography - Definition of still life photography - Simple product shot/box	<ul style="list-style-type: none"> - Basic still life photography - The Complete Digital Photography Manual, Chapter 9, Page 164 - 08-still life photo, http://lmscontent.binus.ac.id/digitalcontent/08-still%20life%20photo.rar
11 F2F	LO 2 LO 3	Still-life photography advanced - Shooting a textured object: Specular or diffused object - Black on black and white on white - Specular and diffused lighting	<ul style="list-style-type: none"> - Still-life photography advanced - The Complete Digital Photography Manual, Chapter 10, Page 194 - 09-still life photo2, http://lmscontent.binus.ac.id/digitalcontent/09-still%20life%20photo2.rar
12 F2F	LO 2 LO 3	Still-life photography advanced - Shooting a textured object: Specular or diffused object - Black on black and white on white - Specular and diffused lighting	<ul style="list-style-type: none"> - Still-life photography advanced - The Complete Digital Photography Manual, Chapter 10, Page 194 - 09-still life photo2,

			http://lmscontent.binus.ac.id/digitalcontent/09-still%20life%20photo2.rar
13 GSLC	LO 2 LO 3	Still Life-Product shot (continued) - Product with transmissive object: Transparent, translucent, and reflective - Demo: The glass containing and empty with or without colour filters, and the splashing technique	- Still Life-Product shot (continued) - The Art and Style of Product Photography , Chapter 8, Page 194 - 10-Product Photography - Shooting Watches with Fog BTS, http://lmscontent.binus.ac.id/digitalcontent/10-Product%20Photography%20-%20Shooting%20Watches%20with%20Fog%20BTS.rar
14 F2F	LO 2 LO 3	Still Life-Product shot (continued) - Product with transmissive object: Transparent, translucent, and reflective - Demo: The glass containing and empty with or without colour filters, and the splashing technique	- Still Life-Product shot (continued) - The Art and Style of Product Photography , Chapter 8, Page 194 - 10-Product Photography - Shooting Watches with Fog BTS, http://lmscontent.binus.ac.id/digitalcontent/10-Product%20Photography%20-%20Shooting%20Watches%20with%20Fog%20BTS.rar
15 F2F	LO 2 LO 3	Applying Special Techniques for General Products - Food : Prepping Food, Plating Food, Lighting Food - Beauty Product - White on white : Opaque backgrounds, translucent background - Black on black : Opaque backgrounds, translucent background	- Applying Special Techniques for General Products - Applying Special Techniques for General Products - The Art and Style of Product Photography , Chapter 9, Page 214 - 11-Food _ Camera Gear BTS Food Photo Video Shoot at a Montreal Studio, http://lmscontent.binus.ac.id/digitalcontent/11-Food%20_%20Camera%20Gear%20BTS%20Food%20Photo%20Video%20Shoot%20%20at%20a%20Montreal%20Studio.rar
16 F2F	LO 2 LO 3	Applying Special Techniques for General Products - Food : Prepping Food, Plating Food, Lighting Food - Beauty Product - White on white : Opaque backgrounds, translucent background - Black on black : Opaque backgrounds, translucent background	Applying Special Techniques for General Products - Applying Special Techniques for General Products - The Art and Style of Product Photography , Chapter 9, Page 214 - 11-Food _ Camera Gear BTS Food Photo Video Shoot at a Montreal Studio, http://lmscontent.binus.ac.id/digitalcontent/11-

			Food%20_%20Camera%20Gear%20BTS%20Food%20Photo%20Video%20Shoot%20%20at%20a%20Montreal%20Studio.rar
17 F2F	LO 3	Advertising photography - Advertising photography field al: Commercial, Architecture, food, company profile, etc. - Photo manipulation al: Digital imaging, or manual - Editing by computer	- Advertising photography - The Complete Digital Photography Manual, Chapter 12, Page 268 - 12-Commercial Photo Shoot - Utah Football 'Hall of Fame' (Behind the Scenes - BTS), http://lmscontent.binus.ac.id/digitalcontent/12-Commercial%20Photo%20Shoot%20-%20Utah%20Football%20Hall%20of%20Fame%20(Behind%20the%20Scenes%20-BTS).rar
18 F2F	LO 3	Advertising photography - Advertising photography field al: Commercial, Architecture, food, company profile, etc. - Photo manipulation al: Digital imaging, or manual - Editing by computer	- Advertising photography - The Complete Digital Photography Manual, Chapter 12, Page 268 - 12-Commercial Photo Shoot - Utah Football 'Hall of Fame' (Behind the Scenes - BTS), http://lmscontent.binus.ac.id/digitalcontent/12-Commercial%20Photo%20Shoot%20-%20Utah%20Football%20Hall%20of%20Fame%20(Behind%20the%20Scenes%20-BTS).rar
19 F2F	LO 3	Presentation of campaign advertising (final project) - Presentation of student - Input from the faculty as a reference assessment	- Presentation of campaign advertising (final project) - The Complete Digital Photography Manual, Chapter 13, Page 291 - 13-'Advanced' Adobe Photoshop CS5 - Camera Raw 6.1 + Adjustment Layer Tricks, http://lmscontent.binus.ac.id/digitalcontent/13-'Advanced'%20Adobe%20Photoshop%20CS5%20-%20Camera%20Raw%206.1%20+%20Adjustment%20Layer%20Tricks.rar
20 F2F	LO 3	Presentation of campaign advertising (final project) - Presentation of student - Input from the faculty as a reference assessment	- Presentation of campaign advertising (final project) - The Complete Digital Photography Manual, Chapter 13, Page 291 - 13-'Advanced' Adobe Photoshop CS5 - Camera

			Raw 6.1 + Adjustment Layer Tricks, http://lmscontent.binus.ac.id/digitalcontent/13-'Advanced'%20Adobe%20Photoshop%20CS5%20-%20Camera%20Raw%206.1%20+%20Adjustment%20Layer%20Tricks.rar
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8. Evaluation**Theory**

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	50%	√	√	√
Mid Exam	20%	√	√	√
Final Exam	30%		√	√

Practicum

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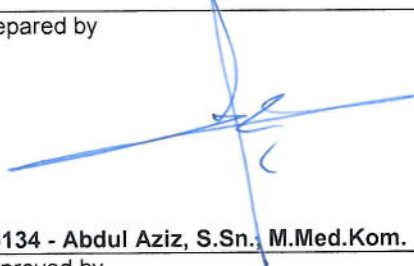


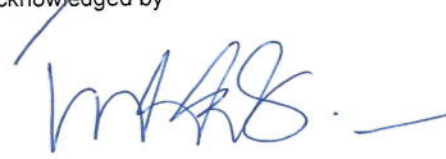
Final Evaluation Score

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

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