CARDIFF METROPOLITAN UNIVERSITY
CENTRE FOR WORK-BASED LEARNING [CWBL]

LEARNING RECOGNITION, ACCREDITATION and DEVELOPMENT SHORT COURSE PROFORMA 2

PLEASE FILL IN WHERE APPROPRIATE
 *NB – Sections marked * will be filled in by Cardiff Metropolitan University as part of the learning recognition and accreditation process*

Short Course Title	Short Course Number	JACS Subject Code(s) and % of each subject	ASC Category(ies)
Advanced Digital Photography	*		

CQFW Level (4 - 8)	Credits	ECTS Credit	Module Value	% Taught in Welsh	Short Course Type
4	**20**	*	*	**0**	Taught and blended learning

Delivery Period	Pre-requisites
Autumn, Spring, Summer terms; 10 x 3 hour sessions or 5 x 6 hour sessions	Introduction to Photography: Beginners Introduction to Photography: Intermediate (or equivalent/APL)

Short Course Leaders	Provider and Host School(s)	Venue or Campus
Faye Chamberlain	Ffotogallery Cardiff School of Art & Design	Ffotogallery

Assessment Methods

Assessment Type	Duration/Length of Assessment Type	Weighting of Assessment	Approximate Date of Submission
Summative	Portfolio and Workbook	100%	On completion of course

Aim(s)

The aim of this short course is to:
Develop a broad practical knowledge of the visual and technical factors that affect the digital manipulation of photographs and an understanding of the underlying concepts and principles of digital photography. This course will develop an understanding of the creative and visual potential of digital photography through a knowledge of software such as *Adobe Photoshop*, digital photography techniques, alongside a practical ability to present a series of images and critically reflect appropriateness of a range of different approaches. Each student will gain skills in interpreting the work of others working with digital technologies and produce an individual photographic project, employing the skills gained and critically reflecting on the results.

Learning Outcomes

On successful completion of this short course students will be able to:

- Demonstrate an understanding of the role of digital photography in contemporary photographic culture, and an ability to critically reflect and interpret their own work within a cultural context.

- Undertake a range of digital photography to demonstrate a knowledge of the nature of light and tone as seen and photographed and an understanding of how digital photography has changed the way we look at photographs, including concepts that underpin the practice (e.g. layering, montage, cropping, using filters, special effects, etc).

- Demonstrate technical skill to produce well exposed and balanced prints from digital files, that demonstrates an ability to problem solve (e.g. manipulate image with intent and identify common errors) with photo-editing software, and an understanding of the characteristics of digital photographic materials and technologies.

- Make appropriate choice of technique for the tasks undertaken and use camera controls and software to interpret subject matter through digital photography, undertaking a photography project that communicates and presents an individual approach to the subject.

- Communicate their intentions in the work undertaken and critically reflect the appropriateness of approach in producing work that demonstrates an understanding of the underlying cultural, aesthetic and technical concepts associated with digital photography.

Learning and Teaching Delivery Methods

Independent learning and taught sessions;
lectures, seminars, tutorials, workshops, and practical exercises.

Contact teaching time 30 hours:
Lectures and demonstrations (10 hours)
Practical sessions (20 hours)
Independent learning (120 hours)

Total learning hours: 150 hours

Indicative Content

Visual Literacy:
- Overview of digital imaging and its varied application in fields of photographic art and the media
- Awareness of how digital photography has changed the way we look at photographs
- Planning and development of personal projects
- Regular review of Photoshop and project work
- Regular review of digital processing faults
- Examples of significant digital photographic work
- Skills in researching and presenting findings
- Critical reflection on aesthetic and technical qualities and subject matter

Practical Skills:
- Health and safety in the digital darkroom space
- Digital Imaging equipment
- The interface of software such as *Adobe Photoshop* i.e. use of toolbar, palettes etc.
- The function of photo editing tools, and their visual effect
- Preparation of images for output to the web
- Cropping, resizing and re-sampling images.
- Using basic selection tools.
- Using masks
- Using photo-editing tools in software such as *Adobe Photoshop* i.e. clone, dodge and burn tool.
- Adjusting the tonal and colour values in a photograph i.e. levels, curves, hue & saturation.
- Using Adjustment layers
- Working with layers.
- Special effects – using filters and layer modes.
- Preparing images for print and printing.
- Presentation techniques

Recommended Reading & Required Reading

Evening, Martin. *Adobe Photoshop CS4 for Photographers* (Oxford: Focal Press, 2008)

Kelby, Scott. *The Adobe Photoshop CS4 Book for Digital Photographers* (London: New Riders, 2008)

Ritchin, Fred. *After Photography* (New York: WW Norton, 2008)

Thomas, Barrie. *The Photographer's Guide to Photoshop* (London: David & Charles Plc, 2005)

Warner Marien, Mary. *Photography – A Cultural History.* (London: Laurence King Pub, 2006)

Access to Specialist Requirements

Ffotogallery Darkrooms and Digital Imaging facilities

Outcome and Notes

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