

COURSE DESCRIPTION

1. GENERAL

SCHOOL	MUSIC AND AUDIOVISUAL ARTS		
DEPARTMENT	AUDIO AND VISUAL ARTS		
LEVEL	Undergraduate		
COURSE CODE	VIS831	SEMESTER	8 th
COURSE TITLE	Professional Photography III		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lab Lecture	3	5	
COURSE CATEGORY	Deepening Knowledge		
COURSE TYPE	Elective		
PREREQUISITES	VIS231		
LANGUAGE OF TEACHING and EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES (In English)		
URL	https://avarts.ionio.gr/en/studies/undergraduate/courses-descriptions/vis831/		
ECLASS	https://opencourses.ionio.gr/courses/DAVA199/		

2. TEACHING RESULTS

Teaching Results
Understanding natural and artificial light quality and professionally photographing persons and products. Introduction to creative advertising photography as well as to the latter's theoretical analysis
General Skills
<ul style="list-style-type: none"> • Seek, analyze and synthesize data • Autonomous work • Team work • Project design and management • Freedom of thought

3. CONTENT

The course deals with advertising photography both from a theoretical as well as a practical point of view. The course aims to understanding light's quality and handling (natural as well as artificial through a variety of lighting equipment) in order to create professional quality portraits and product shots (carton, ceramic, glass, metal) in different light conditions. Moreover, it presents the work of significant photographers on the field and introduces theoretical approaches to the advertising phenomenon in general. The student is expected to elaborate a personal advertisement project of his choice throughout the semester

1st Week: Presentation of the course's syllabus and aims

2nd Week: Lighting - equipment, intensity, Kelvin temperature, color corrections. Filters and their use. Light metering techniques, scene contrast (brightness range) and lighting ratios. Presentation of important photographic advertisement work

3rd Week: Professional flash, synchronization, flash fill. High/low key scenes. Projection of advertisement cinema movie. Discussion

4th Week: Natural light - dawn/noon/sunset, winter/summer. Blue and golden hour. Available light (city lights, tungsten, fluorescent, neon). Presentation of important photographic advertisement work

5th Week: Portrait - studio lighting techniques with a single artificial light source. Laboratory demonstration

6th Week: Portrait - studio lighting techniques with more than one artificial light sources. Laboratory demonstration

7th Week: Carton and plastic pack shots in studio. Lecture and laboratory demonstration
 8th Week: Studio photography of glass and metal objects without use of a tent. Lecture and laboratory demonstration
 9th Week: Studio photography of glass and metal objects by use of a tent. Lecture and laboratory demonstration
 10th Week: Projection of cinema movie on advertisement. Discussion
 11th Week: Special studio lighting setups. Laboratory activity
 12th Week: Presentation and group critique of students' advertisement projects
 13th Week: Presentation and group critique of students' advertisement projects

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures										
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Enhanced by multimedia content. The learning process is supported by the asynchronous e-learning platform e-class.										
TEACHING STRUCTURE	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lab Lectures</td> <td>39</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>56</td> </tr> <tr> <td>Practice and Preparation</td> <td>30</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table>	Activity	Semester Workload	Lab Lectures	39	Literature Study and Analysis	56	Practice and Preparation	30	Course Total (ECTS: 5)	125
Activity	Semester Workload										
Lab Lectures	39										
Literature Study and Analysis	56										
Practice and Preparation	30										
Course Total (ECTS: 5)	125										
EVALUATION OF STUDENTS	Evaluation of lighting and shooting assignments, personal advertisement project, theoretical analysis and final written test										

5. BIBLIOGRAPHY

David Präkel (2007). *Lighting*. Losanne: Ava

Anandi Ramamurthy (2008). "Benetton, Toscani and the Limits of Advertising", in Liz Wells (ed., 2008). *Photography - a Critical Introduction*. N.York: Routledge