Module	Photography 2
Course code	BACH-AP
Credits	5
Important Notes	Students are required to have previous photographic experience for this module.
Allocation of marks	100% continuous assessment

Module aims and objectives

This module is intended to significantly increase the learners' skills base, bringing their work to commercial standards of expertise and artistry. Studio lighting and digital imaging techniques using industry-standard software forms the main body of the module. A more practical approach increases the learner photographers' confidence in their own capacity.

Minimum intended module learning outcomes

On successful completion of this module, the learner will be able to:

(i) Utilise the camera as a tool to visually communicate within a professional setting;

(ii) Use advanced awareness of the principals of photography;

(iii) Demonstrate advanced knowledge of digital imagery;

(iv) Apply knowledge of studio and location based photographic techniques;

(v) Produce and to critically analyse and contextualise still images.

Module content, organisation and structure

Studio Lighting 1

Electrical and physical safety in the studio, setting up and operating studio flash units, employing attachments, bouncing and diffusing lights. Intro into studio, location and natural lighting.

Studio Lighting 2

Basic lighting set-ups; direction, quality and intensity, multiple firing to increase power, measurement. Lighting for still-life, simple 'pack shot', 'product shot', table top, lighting for mood, coloured light. Lighting people, portraiture, fashion. PowerPoint on the various types of lighting from a one light set-up to multiple light set-up. Lens selection.

Studio Lighting 3

A guided practical session giving learners hands-on experience under supervision. Intro to Capture One Pro and Light room.

Studio Lighting 4

A more advanced practical session, expanding on last week's experiences. Concepts and themes. Models in class for learners.

Hand flash

Manual, auto, dedicated, wireless flash triggering. Shooting outside.

Feedback and Review, PowerPoint Assessment.

Proposals discussed, peer review of practice to date, technical queries.

Introduction to Photoshop for photographers. General introduction to Photoshop. The toolbar and Image Adjustments. Filters menu.

Digital Camera Usage and Workflow (learners bring in work) File formats. RAW. White balance. Resolution. Storage devices.

Digital Darkroom

Retouching tools and applications. Cropping and Re-sizing, Actions, Styles. Practical demonstration.