

**UNITED STATES INTERNATIONAL UNIVERSITY – NAIROBI
SCHOOL OF ARTS AND SCIENCES**

**JRN 3922: FUNDAMENTALS OF PHOTOGRAPHY
CREDITS: THREE UNITS**

COURSE DESCRIPTION

This course has been structured to equip students with the basic practical skills in photography.

At the end of the course, the students will be expected to be able to take, process, print and/or store quality pictures. They should also have a basic understanding of the functions and maintenance of photographic equipment.

At a much less practical level, this course also aims to give the students an understanding of the place of photography in the communication process.

It also the intent of this course to give students an outline of the legal, ethical and moral bounds within which photography is/should be practised.

Lastly but not least, this course is also aimed at giving students practical basic skills in digital photography and picture processing computer soft ware.

PROGRAMME LEARNING OUTCOMES

The course effectively covers three of the seven items on the Journalism Programme Learning Outcomes which are:

NO.2 Research, gather, write and critique stories for various journalistic genres

NO. 5. Use appropriate information technology to write, edit design, produce package and present media information

No.7 Apply ethical, legal and sound management principles at work in the media and communication industries

COURSE LEARNIG OUTCOMES

To contribute to the overall learning outcomes of the Bachelor of Arts in Journalism programme, this course aims, at the end of it that students will be able to:

1. Have a general knowledge of the history of photography, its development from the early years to the present digital age.
2. Understand the place of and role of photographs in the wider schemes of things in journalism and communication.
3. Identify and react to opportunities for good photographs.
4. Compose and produce print quality pictures
5. Apply appropriate information communication technology to process and prepare photographs for print.
6. Understand the ethical, legal and moral bounds of photography and how to stay within those bounds as much as possible in the course of duty.

COURSE CONTENT

Week 1: Introduction.

- What is photography?
- Brief history of photography

Week Two:

- The process of photography
- Functions of photography/photographs
- Attributes which make unique pictures

Week Three:

- Ethics/Law and photography
- Photographs and communication

- **ASSIGNMENT NO 1**

Photography is not only a form of art; it is also a mode of recording and storing events of history, and a way of communication. In the light of this statement, Give a comparative analysis of still photographs and motion pictures; still photographs and the written word; and still photographs and verbal communication.

- Discussion should be based broadly on how still pictures compare to motion pictures, text, and verbal communication at the functional levels of
 - 1 Illustration of newspaper/magazine stories
 - 2 Display of human emotions
 - 3 Advertising
 - 4 Provision of information
 - 5 Record keeping and identification
- Complete papers with proper references and bibliographies

Week Four: Starting off

- The camera – main features and their functions
- Loading film

- Basic camera controls – shutter and aperture

Week Five –

Lens

Focus – manual/auto

Focal lengths

Focus and depth of field

Angle of view

Week Six –

Light and film

Film speed

Exposure

ASSINGMENT NO. 2

Take pictures of any subject to test skills on focus and exposure

Guest speaker :

Mohammed Amin, Sports photographer, Nation Newspapers

Week Seven

- Mid semester Examination

Week Eight – Picture composition

- What to include and what to leave out

Week 9 – Digital photography

- The digital camera
- How digital images are formed
- Analogue versus digital
- Megapixel debate

Week 10 – Getting the best out of a digital photography

- Grain and noise
- Image stabilizer
- White balance

Guest Speaker – Proposed speakers –

Simon Maina (AFP), Tony Njuguna (Reuters Thompson, East Africa Bureau, Nairobi)

Week 11- The digital darkroom.

Basic image editing

Making adjustments on the picture

The software

Digital ethics

- Introduction to Adobe Photoshop
- Composition
- Scanning
- Cropping.
- Resizing, contrast, colour balance.

Week 12 – Lighting

- Indoors light
- Outdoors Light
- Artificial lights
- Natural light

Week 13- Special areas of photography

- Holiday and travel
- People
- Sport and action
- Portraits

Week 14 –

- *Final Examination/Final course project (photo portfolio)*

Readings List

1. London, B; Upton , J; Kobre, K; Betsy, B: Photography, 8th edition, Prentice Hall, NY, 2005.
2. Horenstein, Henry: Black & White Photography, A Basic Manual, 3rd edition Revised, Little, Brown & Co, NY2005
3. Frost, Lee: Photography, MacGraw Hill, Chicago 2003
4. Langford, Michael; Basic Photography, Seventh Edition, Focal Press, NY, 2007.
5. Kobre, Kenneth; Photojournalism, The Professionals' Approach, 5th Edition, Focal Press 2004.
6. Ethics in Media Communications; Cases and Controversies.
7. Barret, Terry; Criticising Photographs – An Introduction to Understanding Images; Fourth Edition; McGraw-Hill, 2003