

1. OVERVIEW

Subject area	Introduction to Photography
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Faculty of Economics, Business and Communication Sciences
Year	1st
ECTS	6 ECTS
Type	Core
Language(s)	Spanish/English
Delivery Mode	Campus-based
Semester	First semester
Year	2024/2025
Coordinating professor	Rosa María Matesanz Alonso
Teacher	Rosa María Matesanz Alonso

2. INTRODUCTION

"Introduction to Photography" is a subject area within the Bachelor's Degree of Audiovisual Communication, worth 6 ECTS. The aim of this subject area is for the student to master photography techniques so that he/she can create visual results in this field. The contents are taught in a theoretical and practical manner through analysing and synthesising the principles that enable photograph forming, capturing and recording.

3. SKILLS AND LEARNING OUTCOMES

General and basic skills (CG and CB, respectively, by their acronym in Spanish):

- CB1: Students have demonstrated knowledge and understanding of a study area originating from general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.

- CB3: Students have the ability to gather and interpret relevant data (normally within their area of study) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CG1: Ability to identify, interpret, formulate and solve problems arising in the field of Audiovisual Communication.
- CG2: Ability to understand and transmit the different social, cultural and political realities in audiovisual products, and apply the current regulations from an open and tolerant viewpoint.
- CG3: Ability to develop audiovisual projects and products.

Cross-curricular skills (CT, by their acronym in Spanish):

- CT1: Independent Learning: Ability to choose the most effective strategies, tools and opportunities for learning and independently put into practice what has been learnt.
- CT4: Ability to analyse and synthesize: Being able to break down complex problems into manageable blocks, as well as evaluate alternatives and perspectives to find the ideal solution. Synthesising to reduce complexity and better understand the situation and/or solve problems.
- CT6: Oral or written communication: Ability to convey and receive information, ideas, opinions and attitudes to achieve understanding and action. Oral communication by means of words and gestures and written communication by means of written and/or visual aids.
- CT8: Information management: Ability to seek, choose, analyse and integrate information from diverse sources.
- CT12: Critical thinking: Ability to analyse an idea, occurrence or situation from different perspectives and adopt a personal viewpoint based on scientific rigour and objective reasoning, rather than intuition.

Specific skills (CE, by their acronym in Spanish):

- CE1: Knowledge of the specific hierarchical structure of the audiovisual industry at national and international level, as well as the peculiarities of this sector and its role in the global economy.

- CE2: Knowledge of the main narrative techniques to apply them to the process of generating audiovisual fiction content.
- CE4: Ability to critically analyse, reflect on and explain objective aspects of audiovisual products.
- CE5: Knowledge of the historical evolution of audiovisual communication in the different processes of social, technological and economic transformation which it has undergone in the different fields of cultural industries.
- CE10: Knowledge of the foundations and techniques of photography and how to apply them for digital image creation.
- CE12: Knowledge of linguistic resources and audiovisual communication techniques for their application in the production of audiovisual productions.
- CE18: Ability to identify trends in each of the communication disciplines in terms of their application within the audiovisual sector.
- CE20: Ability to innovate, analyse and criticise new proposals and products in the audiovisual media and other aids when creating new audiovisual formats.
- CE22: Knowledge of the correct use of Spanish, both spoken and written, as a means of transmitting information in the audiovisual field and in a professional environment.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Use and handling of photography devices.
- RA2: Idea management.
- RA3: Photography project implementation and professional portfolio development.
- RA4: Photography industry.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills	Learning outcomes
CB4, CG3, CT1, CE5, CE10	LEARNING UNIT 2. Use and handling of photography devices.
CB3, CG1, CG3, CT4, CT6, CT8, CT12, CE2, CE4, CE12, CE18, CE20, CE22	LEARNING UNIT 2. Idea management.

CB3, CG1, CG2, CG3, CT1, CT4, CT6, CT8, CE2, CE4, CE10, CE12, CE18, CE20, CE22	RA3: Photography project implementation and professional portfolio development.
CB1, CG3, CT1, CE1, CE5, CE10	RA4: Photography industry.

4. CONTENTS

Introduction to traditional techniques (photography).

Universal film camera vs. DSLR.

Traditional laboratory and digital laboratory.

Basic lighting and photometry.

Formats: 35mm, medium format and large format.

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lectures.
- Flipped Classroom.
- Learning based on workshop experiences.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Campus-based:

Learning activity	Number of hours	% of attendance
Lectures	30h	100%
Asynchronous lectures	10h	0%
Debates and discussions	10h	100%
Oral presentations	3h	100%

Group activities (seminars, forums)	15h	20%
Project development and design	22h	0%
Group tutorials	10h	100%
Independent working	30h	0%
Case studies, problem solving, project development, simulation.	20h	20%
TOTALS	150h	

7. ASSESSMENT

The assessment systems, plus their weighing in the final grade for the subject area, are as follows:

Assessment system	Weighing
Oral presentations	25%
Projects	35%
On-campus knowledge tests	40%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks and the deadlines and assessment procedures for each task.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period you must obtain a grade higher than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject area.

In any case, it is necessary that you obtain a grade higher than or equal to 4.0 in the final exam, so that it can be averaged with the rest of the tasks.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits) you must obtain a grade higher than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject area.

In any case, it is necessary that you obtain a grade higher than or equal to 4.0 in the final exam, so that it can be averaged with the rest of the tasks.

Tasks not passed in the ordinary exam period, or those not delivered, must now be delivered after having received the relevant corrections to them by the professor.

A practical camera handling test may also be held on the day of the exam session.

8. TIMELINE

The timeline with delivery dates of assessable tasks in the subject area is indicated in this section:

Assessable tasks	Date
Activity 1	Weeks 2-3
Activity 2	Weeks 4-12
Activity 3	Weeks 4-6
Activity 4	Weeks 7-9
Activity 5	Weeks 10-12
Activity 6	Weeks 13-15
Activity 7	Weeks 16-18
Activity 8	Week 18
Activity 9	Week 14 and week 18

The timeline may be subject to modifications for logistical reasons. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

The recommended bibliography is indicated below:

HISTORY OF PHOTOGRAPHY

- B. NEWHALL. Historia de la fotografía, Desde sus orígenes hasta nuestros días, Barcelona, Ed. Gustavo Gili, 1983.
- M. L. SOUGEZ. Historia de la fotografía, Madrid, Cátedra, 1981.

PHOTOGRAPHY TECHNIQUE

- A.BAYLE, E.DE SANTOS. Fotografía Digital en Blanco y Negro, ARTUAL EDICIONES S.L. 2008.
- M. LANGFORD. Enciclopedia completa de la fotografía, Madrid, Ed. Hermann Blume, 2007.
- J.M. MELLADO. Fotografía de Alta Calidad. Los fundamentos de la fotografía. CC, Ed. Anaya Multimedia, 2017.
- J.PEREÁ, L.CASTELO, J.MUNARRIZ. La imagen fotográfica, Madrid, Akal. 2007.

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- R. BARTHES. La cámara lucida. Nota sobre la fotografía. Barcelona. Ed. 7 Gustavo Gili. 1982.
- P. DUBOIS. El acto fotográfico. De la representación a la recepción. Barcelona. Ed. Paidós comunicación. 1986 (1ª Ed. española).
- FONTCUBERTA, Joan. Estética fotográfica. Selección de textos. Barcelona. Ed. Blume. 1984.
- SONTAG, Susan . Ante el dolor de los demás. Ed Alfaguara. Buenos Aires, Arg. 2003.

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.

2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. STUDENT SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, the degree and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.