

## OVERVIEW

<b>Subject area</b>	Specialised Photography
<b>Degree</b>	Bachelor's Degree in Audiovisual Communication and Journalism
<b>School/Faculty</b>	Social Sciences and Communication
<b>Year</b>	3rd
<b>ECTS</b>	6 ECTS
<b>Type</b>	Compulsory
<b>Language(s)</b>	Spanish
<b>Delivery Mode</b>	Campus-based
<b>Semester</b>	First semester

## 1. INTRODUCTION

Introduction to analogue photography techniques. Universal film camera vs. DSLR. Traditional laboratory and digital laboratory. Basic lighting and photometry. Formats: 35mm, medium format and large format.

## 2. SKILLS AND LEARNING OUTCOMES

### Basic skills (CB, by its 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.
- CB2: Students know how to apply their knowledge to their work or vocation professionally and have the skills that are usually demonstrated by forming and defending opinions and solving problems within their study area.
- CB5: Students have developed the necessary learning skills to undertake further studies with a high degree of independence.

### 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.
- CT3: Ability to adapt to new situations: Being able to evaluate and understand different points of view, adapting one's own approaches to suit the situation.

- CT13: Problem solving: Ability to resolve an unclear issue or complex situation which has no established solution that keeps them from achieving an objective.

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

- CE3: Knowledge of technological tools, how they can be used and applied to audiovisual communication.
- CE6: Ability to apply creative techniques to audiovisual product design in an innovative way.
- CE7: Knowledge of the technological tools, from audiovisual equipment to the specific hardware and software required for the creation, project production and exchange and the broadcast of audiovisual products.
- CE8: Knowledge of the techniques and uses of graphic design applied to the media and new audiovisual environments, following aesthetic, audiovisual, artistic criteria, etc., adding value to each project through the creative process.
- CE9: Ability to use their own digital tools applied to the generation of multiplatform audiovisual content.
- CE10: Knowledge of the foundations and techniques of photography and how to apply them for digital image creation.
- CE14: Knowledge of technical tools in order to select those that are most appropriate for the development of both 2D and 3D animation projects.
- CE15: Ability to design, shape and develop audiovisual projects, taking into account the social environments in which the project will be developed.
- CE17: Ability to create special effects in audiovisual productions.
- CE18: Ability to identify trends in each of the communication disciplines in terms of their application within the audiovisual sector.
- CE19: Knowledge of the technical tools used in the recording, post-production and reproduction of sound in all its forms in the different types of audiovisual industries.
- CE21: Ability to know and correctly apply the English language both spoken and written in the professional field as a basic tool of the audiovisual industry.
- 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: Medium format and Large format.

- RA2: News and Photojournalism.
- RA3: Publishing industry and advertising photography.
- RA4: Scientific knowledge and photography.
- RA5: Photography project execution.
- RA6: Professional portfolio preparation.
- RA7: Photography industry.

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

Skills	Learning outcomes
CB2, CG4, CT13, CE3, CE7, CE10,	RA1. Medium format and Large format.
CB2, CG2, CG3, CG4, CG5, CT3, CE6, CE8, CE15, CE18	RA2. News and Photojournalism.
CB5, CG3, CG4, CT3, CE6, CE8, CE15, CE17 CE18,	RA3. Publishing industry and advertising photography.
CB2, CG4, CT3, CE6, CE8, CE15 CE18, CE19,	RA4. Scientific knowledge and photography.
CB2, CG2, CG3, CG4, CG5, CT1, CT13, CE3, CE6, CE17	RA5. Photography project execution.
CB5, CG2, CG3, CG5, CT1, CT13, CE3, CE9, CE18, CE22	RA6. Professional portfolio preparation.
CB2, CG4, CT13, CE3, CE7, CE10, CE14, CE21	RA7. Photography industry.

### 3. CONTENTS

- Topic 1. The photographic laboratory.
- Topic 2. The photographic tool.
- Topic 3. Production of photographic image creation and processing.
- Topic 4. Colour management.
- Topic 5. Systematic work, work organisation and storage.
- Topic 6. The photography team.
- Topic 7. Creative landscape.

## 4. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

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- Lecture.
- Case studies.
- Collaborative learning.
- Problem-based learning.
- Project-based learning.

## 5. 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
Lectures	80h
Debates and discussions	10h
Oral presentations	2,5h
Formative assessment (feedback on assessment)	2,5h
Research (scientific/case-based) and Projects	20h
Independent working	35h
<b>TOTAL</b>	<b>150h</b>

## 6. ASSESSMENT

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

**Campus-based:**

Assessment system	Weighting
Oral presentations	25%
Activities	35%
Final project	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. BIBLIOGRAPHY

The works of reference for following up this subject area are:

- L. CASTELO. Usos no normativos del lenguaje fotográfico, Tesis doctoral, Facultad de Bellas Artes, Universidad Complutense, Madrid, 1995.

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. Hermman Blume, 2007.
- J.PEREA, L.CASTELO, J.MUNARRIZ. La imagen fotográfica, Madrid, Akal. 2007.

### PHOTOGRAPHY THEORY, LANGUAGE AND AESTHETICS.

- 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.