

Module code		AX-2309		
Module Title		Digital Photography and Videography		
Degree/Diploma		Bachelor of Arts (Design and Creative Industries)		
Type of Module		Major Option		
Modular Credits		4	Total student workload	8 hours/week
			Contact hours	4 hours/week
Prerequisite		None		
Anti-requisite		None		
Aims				
To introduce to students various photographic and videographic concepts and techniques, and the fundamentals of photography, video production, and digital technology in retouching photographic images, creating and editing videos with audio effects.				
Learning Outcomes:				
On successful completion of this module, a student will be expected to be able to:				
Lower order:	10%	- Clarify the fundamentals of digital photography, videography and imaging		
Middle order:	10%	- Explain photography and videography concepts and digital techniques to produce photos and videos		
Higher order:	80%	- Research on various photography and videography theories and concepts - Understand camera and camcorder controls, use of lens, depth of field, lighting and exposure, principles of design, digital imaging, video and audio editing - Present the concepts behind photos and videos during group critiques - Work independently and effectively in a group project and present the findings in persuasive manner.		
Module Contents				
- Introduction to digital photography, videography and digital imaging - Elements and principles of design and digital technology - Development in photography and videography - Diverse contemporary photography and videography theories and concepts - Video and audio editing - Concepts behind photos and videos - Emphasis on individual expression				
Assessment	Formative assessment		Weekly assessment and feedback	
	Summative assessment		Examination: 0% Coursework: 100% 4 individual photography projects (40%) 2 individual videography projects (20%) 2 Class tests (20%) 1 individual written learning journal (10%) 2 group critiques with verbal presentation (10%)	