

<b>Module Code</b>	: AR-3303		
<b>Module Title</b>	: Digital Photography & Videography		
<b>Type of Module</b>	: Core		
<b>Modular Credits</b>	: 4 Units	<b>Student Workload :</b>	8-10 hrs/wk
		<b>Contact hours for timetabling :</b>	2 hrs/wk
<b>Prerequisite</b>	:		
<b>Anti-requisite</b>	:		
<b>Aims:</b>			
<p>This course is an introduction to digital photography, videography, and imaging. Students will explore a various photographic and videographic concepts and techniques. They also will study fundamentals of photography, video production, and digital technology in retouching photographic images, creating and editing videos with audio effects. Through lectures, readings, quizzes, researches, assignments and projects, students will gain practical experience in digital photography, videography and imaging, which will then serve all future efforts in other design problem solving and art making activities.</p>			
<b>Module Content:</b>			
<p>This course is a project-based design course offering a basic foundation for understanding digital photography, videography and skillfully applying the elements and principles of design and digital technology in retouching of photographic images, creating and editing videos combined with audio effects. Through various assignments and projects of digital photography, videography and imaging, students will learn to think creativity and improve their ability to see and to communicate about what is perceived. By the end of the course, students will be able to apply their understandings of digital camera and camcorder controls, use of lens, depth of field, lighting and exposure, principles of design, and use of digital imaging and video editing software in shooting, composing, retouching, editing, digital printing, image transmission and video DVD production.</p>			
<b>Assessment:</b>	<b>Examination:</b>		<b>Coursework:</b>
			<ol style="list-style-type: none"> <li>1. Assignments: (40%)</li> <li>2. Quizzes &amp; Researches (10%)</li> <li>3. Projects (40%)</li> <li>4. Final Portfolio &amp; Critique (10%)</li> </ol>
<b>Textbook(s):</b>			
<p>Brenneis, L. (2009). <i>Final Cut Pro 7: Visual Quick Pro Guide</i>. Berkeley, CA: Peachpit Press.</p> <p>London, B., Upton, J., &amp; Stone J. (2010). <i>Photography</i> (10<sup>th</sup> ed.). Upper Saddle River, NY: Prentice Hall.</p> <p>Weinmann, E., &amp; Lourekas, P. (2010). <i>Photoshop CS5 for Windows and Macintosh</i>. Berkeley, CA: Peachpit Press.</p> <p>Videomaker. (2007). <i>The Videomaker Guide to Video Production</i> (4<sup>th</sup> ed.). Burlington, MA: Focal Press.</p>			
<b>Coordinator(s)/Lecturer(s): Assoc. Prof. Kong Ho</b>			