



Course syllabus

Faculty Board of Business, Economics and Design

School of Design

1DI108 Produktfotografering, 3 högskolepoäng

1DI108 Product Photography, 3 credits

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2009-06-24

Revised 2011-06-14 by School of Design.

The course syllabus is valid from autumn semester 2011

Prerequisites

Basic eligibility as well as English B (Field-specific entry requirement 6 with the exception of Social Studies A) and an approved portfolio.

Objectives

The course offers knowledge of and familiarity with photography, especially studio photography of products. After completing the course students are expected to have acquired fundamental knowledge of product photography.

Knowledge and Understanding

Students are expected to

- understand how the workings of the camera and the principles of photography
- understand the basic principles of lighting, composition, etc., in studio photography
- have acquired knowledge of basic digital picture processing of photographs
- know how to prepare digital pictures for various types of publishing, printing and storage
- have acquired a basic understanding of aesthetics and expression in product photography

Ability and Skills

Students are expected to

- be able to handle the equipment in a photo studio, including cameras, in a correct way
- be able to independently carry out simple product photography
- be able to transfer, store and process digital photographs
- be able to specify the requirements for engaging a professional photographer

Evaluation and Attitude

Students are expected to

- have acquired basic knowledge of rights, copying and publishing
- be able to relate to and assess their own and others' product photographs

Content

Photo studio equipment

Handling the equipment correctly

Photography

Exposure, lighting, composition, background

Picture processing

Print-out, web publishing, distribution via the Internet, rights

Assessment

Assessing the student's own pictures and those of others, photographers and photographs, aesthetics and expressions

Type of Instruction

The teaching consists of lectures, workshops, individual laboratory sessions and seminars. Attendance in scheduled elements is mandatory.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

To obtain the Pass grade the expected study outcome should be fulfilled.

The examination takes the form of presentations and descriptions in a workbook.

Re-examinations are offered within six weeks within regular examination periods. The total number of examination opportunities is limited to five.

Course Evaluation

Towards the end of the course a course evaluation is conducted in accordance with the Linnaeus University guidelines. The evaluations are compiled in a course report, which is kept in the archives of the administrator of the School of Design and will be discussed in the programme advisory committee. The evaluation result and any measures taken are communicated to the course coordinator and presented to students on the next course occasion.

Required Reading and Additional Study Material

Required reading

Information will be given at the beginning of the course.