Course:	**A Professional Certificate in Digital Photography**
Guided Learning Hours:	**24**
Requirement:	**Any operational digital single lens reflex camera with memory card and lens plus accessories or supporting devices**

Abstract

A Professional Certificate in Digital Photography is designed for persons with basic camera ability who wish to enhance their skills. The course introduces participants to the fundamental components of photography, then challenges, reinforces, and deepens technical understanding. Exciting practical exercises coupled with engaging theory allows participants to learn and develop their ability to take better pictures.

Learning Outcomes

On the completion of this programme, participants should:-

1. Be able to identify essential mechanisms for capturing an image (describe the exposure process).
2. Be able to manipulate aperture setting and describe related phenomenon.
3. Be able to manipulate shutter speed and describe related phenomenon.
4. Be able to predict with general accuracy the outcome of a photograph based on available light and camera settings.
5. Be able to execute photographic assignments independently.
6. Develop critiquing skills and sensibilities about design elements in photographs.
7. Be able to apply basic design principles to photographic work.
8. Be able to set-up and use different lighting equipment.
9. Be able to describe the difference between continuous and strobe photography light.
10. Be able to control studio lighting to produce different photography results.
11. Develop recommended professional etiquette and practices.
12. Develop a framework for contracts and charging clients.
13. Be able to perform basic digital manipulation on photographs.
14. Be able to describe the use of meta-data.
15. Be able to embed information in digital photographs.

Course Content

Session 1 **Fundamental principles in photography 1**

(Learning Objective 1, 2) introduction focused on aperture manipulation.

Session 2 **Fundamental principles in photography 2**

(Learning Objective 1, 3, 4, 5) focused on shutter speed manipulation.

Session 3 **Desktop studio**

(Learning Objective 5, 6, 7, 8, 10) working with continuous lighting, light modifiers and multiple subjects.

Session 4 **Field trip**

(Learning Objective 4, 5, 6, 7, 11) public space photographic exercise at a location agreed upon by students.

Session 5 **Studio Photography**

(Learning Objective 5, 6, 7, 8, 9, 10) working with strobe lighting, light modifiers and subjects.

Session 6 **Low light photography**

(Learning Objective 4, 5, 6, 7, 8, 9 , 10, 11) working with light emitting devices (practicals) to create images in environments with low ambient light.

Session 7 **Contracts and commercial photography**

(Learning Objective 8, 9, 10 11, 12) exploring frameworks for contracts and charging clients.

Session 8 **Basic photo-manipulation 1**

(Learning Objective 13, 14, 15) embedding meta-data and basic digital photo editing.

Assessment Criteria

In order to achieve Learning Outcomes	The participant must ……
1. Describe the exposure process.	– Confidently identify and discuss the relationship between key components in the exposure process.
2. Manipulate aperture settings and describe related phenomenon.	– Adjust the f-spot in aperture priority mode, create images with wide and shallow depth-of-field and be able to discuss the apparent relationship.
3. Control shutter open duration and describe related phenomenon.	– Manipulate the camera in shutter priority mode effectively capture motion blur and freeze action in a number of practical exercises. – Clearly articulate the effect slower and faster shutter speeds have on images in a number of common lighting situations.
4. Predict with general accuracy the outcome of a photograph based on available light and camera settings.	– Make assumptions about the extent of image shake and sharpness based on subject movement, camera stability, available light and aperture and shutter settings. – Make technical decisions to capture the creative effect desired.
5. Execute photographic assignments independently.	– Complete and submit in-class and out-of-class exercises guided by lecturer's brief.
6. Develop critiquing skills and sensibilities about design elements in photographs.	– Participate in constructive criticism by identifying strengths and weaknesses in photographs created during course exercises. Technical and contextual questions are to be posed with possible solutions/directions for improvement. – Identify satisfactory composition that address: colour, line, shape, texture, space and form.
7. Apply basic design principles to photographic work.	– Identify and exercise design concepts such as the rule of thirds, balance, harmony, contract, hierarchy, proximity, proportion and emphasis in photographs.

8. Set-up and use different lighting equipment.	- Set up and position lighting equipment to construct images in studio.
9. Describe the difference between continuous and strobe photography light.	- Contrast the strengths and weaknesses of flash and continuous lighting.
10. Control studio lighting to produce different photography results.	- Adjust lighting intensity, size and direction. - Make decisions regarding the number of lights and their function in a photograph.
11. Develop recommended professional etiquette and practices.	- Practice polite interaction with positive verbal and physical communication. - Express respect of personal space, gender and ideological diversity.
12. Develop a framework for arranging contracts and charging clients.	- Make note of various resources for agreement formation and record keeping discussed in class.
13. Be able to perform basic digital manipulation on photographs.	- Complete class assignments that introduce popular digital photo-manipulation software.
14. Be able to describe the use of meta data.	- Describe meta data and it's uses in practical and hypothetical scenarios.
15. Be able to embed information in digital photographs.	- Use various software to place meta-data like copyright information, search tags and content description in files.