



Course: **Certificate in Video and
Photography Elements**

Guided Learning Hours: **30 hours**

Pre-requisite: **Smartphone (w. at least 1280 x 720 res)
or DSLR camera**

Course Description

Developing technologies influence both methods and techniques of photography and video production, providing numerous creative possibilities for professionals and hobbyists alike. This hands-on course will introduce learners to fundamental concepts in understanding and creating still and moving images.

Utilizing basic equipment for capturing still and moving images, learners will explore essential technical considerations when constructing photos and videos for a range of applications including social media, vlogging, music videos, photojournalism, event photography and much more.

Special emphasis will be placed on standard conventions in capturing still and moving images, including the use of key visual and technical codes such as composition, focal point, depth-of-field, lighting, white balance, aperture and shutter speed, among other important conventions.

Target Audience

This course is ideally suited for persons interested in photography or video work wanted to develop a strong understanding of the technical considerations involved in shooting photographs or moving image.

Learning outcomes

On completion of this course, learners will be able to:

1. Understand how to record still and moving images in various contexts
2. Apply technical considerations in capturing still and moving images
3. Evaluate visual and technical codes for capturing images across a range of media

Course Content

1. Understand how to record still and moving images in various contexts

Purpose and Applications: identify aims; scope; subject matter; intention; convey meaning; moods; express ideas; highlight creative intentions; build visual library; create records eg objects, environments, events, change over time, performance

2. Apply technical considerations in capturing still and moving images

Techniques: load camera; determine exposure; focus; light metering; in camera meters; memory capacity; aperture priority; shutter priority; programmed; composition; viewpoint; depth of field; aesthetics; proximity; viewpoint; factual; clarity

Cameras and accessories: 35 mm SLR; digital SLR, compact; automatic; phone camera; digital video; webcam; tripods; monopods; lighting; capture devices; video playback; editing equipment; software; hardware

3. Evaluate visual and technical codes for capturing images across a range of media

Use of formal elements: form; line; perspective; textures; movement; volume; scale; colour; shape; contrast; pattern; rhythm; repeat; angle

Effectiveness: fitness for purpose, record, reference, creative intention, subject matter, clarity, detail, mood, imagery; potential and future work, source material, developing ideas, importing imagery

Essential Learning Resources:

Learners will have access to a fully equipped Mac lab, with digital editing software including *Adobe Photoshop, Lightroom* and *Premiere Pro*.

Textbooks and Manuals

N/A (Handouts provided by lecturer)