

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

PR and ADVERTISING PHOTOGRAPHY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PR and ADVERTISING PHOTOGRAPHY	PR3210523	Spring Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Mert KUTLUK				
Name of Lecturer(s)	Assist.Prof. Mert KUTLUK				
Assistant(s)	Lec. UĞUR ÇOBANOĞLU				
Aim	From the process of photography to the present, to enable the student to learn all the processes of the art of photography; The aim of the course is to enable the student to carry out the basic photography techniques and theoretical knowledge to the photographic plane which is a communication object. On the side of visual communication, it establishes the connection of photography with human science, social science, psychoanalysis and style science and it is ensured that the photograph questions the "message / upper language" dimension based on the thoughts in this direction. In the course, students prepare a project consisting of 3 different subjects.				
Course Content	This course contains; Photography in a daily life of a modern. ,Composition in Photography; Description of the Golden Rules and Lines with sample photos., Light in photography, Advertorial photo-shooting at studio, Shooting techniques in infinite background, Contemporary solutions on photo-editing., Product photo-shooting, Focus in photography., Portrait photo-shooting, Interim evaluation of student projects., On field shooting, Photo-shooting with natural lighting at interiors., Corporate portrait shooting, Evaluation of student projects.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Learn the basic techniques of photography.			10, 16, 6, 9	F	
Student can regulate modern technologies of photography.			10, 11, 16, 6, 9	F	
Student gains a broad perspective on the relationship between photography and visual communication.			10, 16, 9		
Students comprehend the historical development of photographic technologies.			16, 9		
Student have an idea about modern discussion topics of photography.			10, 16, 9		
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Photography in a daily life of a modern.	Online research on modern photography technologies.			
2	Composition in Photography; Description of the Golden Rules and Lines with sample photos.	Online research on iconic photos with rule of thirds.			
3	Light in photography	Cameras and lights should be technically controlled			
4	Advertorial photo-shooting at studio	Cameras and lights should be technically controlled			
5	Shooting techniques in infinite background	Cameras and lights should be technically controlled			
6	Contemporary solutions on photo-editing.	Online research on modern photo-editing technologies.			
7	Product photo-shooting	An internet research on iconic advertisement photographs			
8	Focus in photography.	A short internet research on lenses			
9	Portrait photo-shooting	Cameras and lights should be technically controlled			
10	Interim evaluation of student projects.	Preparation of project details			
11	On field shooting	Location scouting for photo shooting			
12	Photo-shooting with natural lighting at interiors.	Location scouting for photo shooting			
13	Corporate portrait shooting	Cameras and lights should be technically controlled			
14	Evaluation of student projects.	Project presentation preparation.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
1. [CreativeLive - Photography](https://www.creativelive.com/category/photo-and-video)	
2. [Resource Magazine](https://resourcemagonline.com/)	
3. [American Society of Media Photographers (ASMP)](https://www.asmp.org/)	
4. [LensCulture](https://www.lensculture.com/)	
5. [Photography Life](https://photographylife.com/)	
6. [Digital Photography School](https://digital-photography-school.com/)	
7. [Photofocus](https://photofocus.com/)	
8. [SLR Lounge](https://www.slrlounge.com/)	
9. [PhotographyTalk](https://www.photographytalk.com/)	
10. [Magnum Photos](https://www.magnumphotos.com/)	