Institutional and Corporate Photography

Code: 104783
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OT	4	1

Contact

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Use of Languages

Principal working language: spanish (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: No

Prerequisites

No specific knowledge is required.

Objectives and Contextualisation

The course introduces students to the resources and techniques for capturing photographic images applied to the field of institutional and corporate communication.

In addition to identifying the main genres of photography that are incorporated into the strategic communication plans of the institutions, the technical tools are provided to produce images that transmit values, promote actions and actively participate in the identity of the organizations.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Display the ability to lead, negotiate and work in a team.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Apply professional codes of conduct when photographing individuals, services or products, showing respect for differences between persons, cultures, religions, etc.
2. Communicate the organisation's services and products through corporate photography.
3. Communicate using language that is not sexist or discriminatory.

4. Critically analyse the principles, values and procedures that govern the exercise of the profession.
5. Devise and develop the communication of the organisations' products, services and values through photography.
6. Generate creative ideas in the workplace.
7. Plan, execute and deliver photography jobs within the stipulated time.
8. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
9. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

1. Image capture techniques with photographic cameras.

2. Photography with mobile devices and editing applications.

3. Continuous light / flash lighting

4. Aesthetic resources in photography.

5. Institutional / corporate portrait photography

6. Photography of spaces and installations.

7. Concept photography

8. Photographic report of events / organizations

9. Complementary resources / image banks

10. Photo shoot project management

Methodology

The acquisition of knowledge and skills by the students will be achieved through different methodological procedures, alternating master classes, in which methodological issues and theory knowledge are worked on, with directed practical classes in which the students develop their technical skills through of exercises both in the photographic studio and on location.

In addition, students must perform exercises autonomously through different exercises.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Masterclass	18	0.72	4, 3, 6, 5, 7
Practical exercises in laboratory	27.5	1.1	6, 5, 7, 8, 9
Type: Supervised			
Assessment activities	7.5	0.3	4, 2, 6, 5, 7

Coaching	7.5	0.3	4, 6, 5, 8
Type: Autonomous			
Readings, tutorials, planning exercises	82.5	3.3	4, 1, 2, 3, 6, 5, 7, 8, 9

Assessment

The subject consists of the following evaluations:

1. A multiple choice exam that will allow evaluating the theoretical knowledge acquired during the subject

2. Mandatory practices with delivery of exercises through the virtual campus.

3. Attendance at master classes and active participation in practical classes.

In order to pass the subject, it is necessary to obtain a minimum grade of 5 in the theory exam.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

To have access to revaluation, the previous grades should be 3.5.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Participation and attendance	10%	1	0.04	4, 6, 5, 8
Practices	50%	3	0.12	3, 6, 7, 9
Theory exam	40%	3	0.12	4, 1, 2, 6, 5

Bibliography

- Carroll, Henry 2019. Read this book if you want to shoot good portraits. Blumé, Barcelona

- Jacquart, Anne-Laure 2012, Compose, Adjust and Shoot. Omega, Barcelona

- Folsom, William & Goodridge, James 2008, Event Photography Handbook. Amherst Media, Buffalo

- Ang, Tom 2012, Digital Photography Step by Step. Omega Editions, Barcelona

- Sájara, Víctor 2020 Architecture and interior design photography. JdeJ Editores (Photo Route), Madrid

- Kelby, Scott 2019 How to do this in Lightroom Classic? Photoclub (Anaya multimedia), Madrid

Software

Students will work with image editing software available at the faculty such as Affinity PHOTO. Other image editing applications for mobile devices can also be used.