

Degree	Type	Year
2501928 Audiovisual Communication	OT	3
2501928 Audiovisual Communication	OT	4

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

Basic knowledge of the techniques of capturing photographic images with digital devices.

Warning: the teacher responsible for the teaching guide will not be the one who will teach the subject

Objectives and Contextualisation

Introduce students to the different photographic genres, from portrait photography to studio photography, passing through other genres such as architecture photography, sports photography, still life photography, reportage photography, etc. addressing their specific problems. The second objective is that students develop the necessary technical skills to be able to face photographic projects.

Learning Outcomes

1. KM19 (Knowledge) To apply Audiovisual Communication theories to industrial audiovisual productions.
2. KM19 (Knowledge) To apply Audiovisual Communication theories to industrial audiovisual productions.
3. SM19 (Skill) To construct static and dynamic compositions in accordance with the key principles of design and art direction.
4. SM19 (Skill) To construct static and dynamic compositions in accordance with the key principles of design and art direction.

Content

1. History and evolution of the concept of genres in photography.
2. The different photographic genres, classification and characteristics.
3. Advanced capturing techniques with digital devices.

4. Capturing techniques with studio flashes applied to portraiture.
5. Capturing techniques with studio flashes applied to product photography.
6. Raw file processing workflow.
7. Digital postproduction, image treatment tools.
8. Development of a personal project.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Masterclass	15	0.6	
Practical exercises in laboratory	27.5	1.1	
Type: Supervised			
Assessment activities	7.5	0.3	
Coaching	7.5	0.3	
Type: Autonomous			
Readings, tutorials, planning exercises	82.5	3.3	

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 practices and tutorials in digital format.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Participation and attendance	10%	1	0.04	KM19, SM19
Personal Project	30%	3	0.12	KM19, SM19

Practices	30%	3	0.12	KM19, SM19
Theory exam	30%	3	0.12	KM19, SM19

The subject consists of the following evaluations:

1. A multiple choice exam that will allow evaluating the theory knowledge acquired during the subject (30%).
2. Mandatory practices with delivery of exercises through the virtual campus (30%).
3. The delivery of a personal photographic project (30%).
4. Attendance at master classes and active participation in practical classes (10%).

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.

Bibliography

- Carroll, Henry 2021. Llegiu aquest llibre si voleu fer bones fotografies. Blume, Barcelona
- Kelby, Scott 2021, El llibre de la fotografia digital. Més de 150 receptes, consells i trucs per fotografiar amb llum natural. Photo Club (Anaya multimèdia), Madrid
- Freeman, Michael 2018, L'ull del fotògraf. Blume, Barcelona
- Ang, Tom 2012, Fotografia digital pas a pas. Edicions Omega, Barcelona
- Jacquart, A-L 2012, Composeu, ajust i dispareu. Edicions Omega, Barcelona
- Peterson, Bryan 2017, Els secrets de l'exposició fotogràfica. Tutor, Madrid
- Cartier-Bresson 2017, Fotografiar del natural, Editorial GG, Barcelona
- Momeñe, Eduardo 2011, La visió fotogràfica Curs de fotografia per a joves fotògrafs, Autor-Editor, Madrid

Software

Students will work with image editing software available at the faculty such as Affinity PHOTO. Other professional editing softwares can also be used.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	41	Catalan	first semester	morning-mixed
(TE) Theory	4	Catalan	first semester	morning-mixed