

Degree programme	Type	Course
Communication in Organisations	OP	4

Contact lecturer

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Prerequisites

No specific knowledge is required.

Group languages

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

Objectives

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.

Learning outcomes

1. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.
2. Communicate the organisation's services and products through corporate photography.
3. Devise and develop the communication of the organisations' products, services and values through photography.
4. Generate creative ideas in the workplace.
5. Plan, execute and deliver photography jobs within the stipulated time.
6. Apply professional codes of conduct when photographing individuals, services or products, showing respect for differences between persons, cultures, religions, etc.
7. 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.
8. Propose projects and actions that incorporate the gender perspective.
9. Communicate using language that is not sexist or discriminatory.
10. Critically analyse the principles, values and procedures that govern the exercise of the profession.

Contents

1. Image capture techniques using photographic cameras.
2. Photography with mobile devices and editing applications.
3. Continuous light / flash lighting

4. Aesthetic resources applied to photography.
5. Institutional / corporate portrait photography
6. Photography of spaces and installations.
7. Management of photographic session projects
8. Photographic coverage of events and organizations
9. Introduction to generative image models
10. Integration of real photographs into AI-generated images

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Assessment activities	5	0.2	2, 3, 4, 5, 10
Practical exercises in laboratory	33	1.32	1, 3, 4, 5, 7
Readings, tutorials, independent practice activities, planning exercises	41.5	1.66	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Masterclass	15	0.6	3, 4, 5, 9, 10
Coaching	6	0.24	3, 4, 7, 10

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 tasks.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find the various teaching materials deemed appropriate by the instructors and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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	Weight	Hours	ECTS	Learning outcomes
Theory exam	40%	1.5	0.06	2, 3, 4, 6, 10
Participation and attendance	10%	8	0.32	3, 4, 7, 8, 10
Coursework	50%	40	1.6	1, 4, 5, 9

This subject doesn't provide for the single assessment system

The subject consists of the following evaluations:

1. A multiple choice exam that will allow evaluating the theoretical knowledge acquired during the subject (40%).
2. Mandatory practices with delivery of exercises through the virtual campus (50%).
3. 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.

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.

In the case of students taking the exam for the second or more times, the teachers responsible for the subject may decide to assess them through a synthesis test. (article 267.2 de la normativa acadèmica de la UAB: <https://www.uab.cat/web/lauab/itineraris/normatives/normativa-academica-1345668305783.html>).

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for those tasks requested by the teaching staff and in which their use is clearly specified. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be

graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential

requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same

subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

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
- Sájarra, 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
- Dilg, Brian 2021, Por qué nos gusta una fotografía. Blume, Barcelona

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.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	7	Spanish	first semester	afternoon
(PLAB) Practical laboratories	71	Spanish	first semester	afternoon