

Course Code: ADRAPHO

Course Title: Advertising Photography

Course Description:

This course (ADRAPHO) introduces to the students various techniques, discipline and practices of advertising photography in relation to advertising print media. The focus will be made on practicing and developing on a continuing study of different types of genre in advertising photography and how properly approach these situation as professional photography does.

This course will present to the student contemporary insights derived from actual case studies in constantly evolving field of digital photography and how developments in technology have helped bring innovative solutions. Studio and outdoor activities will form a major part of the regular classroom lecture sessions.

As final requirement, the students will be required to come up with a body of works in a well crafted portfolio to be submitted. This requirement will comprise 40% of the final grade.

Department: Marketing and Advertising

Required text and materials

Composition Photo Workshop by Blue Fier, Wiley Publishing, Inc. NJ, USA 2007 (TR 179.F462 2007 FA 5281)

A Comprehensive Guide To Digital Close-Up Photography by John Clements, AVA Publishing, Switzerland, 2005 (TR 683.C591 2005 FA 5311)

Other References

Digital Wedding Photography Capturing Beautiful Memories by Glen Johnson, Wiley Publishing, Inc. Indiana, USA 2006 (TR 819.J632 2006 FA 4805)

A Comprehensive Guide to Digital Portrait Photography by Duncan Evans, Art/photography/Digital Imaging

The Essential Lighting Manual For Photographers Revised Edition by Chris Weston, Page One Publishing Pte, Ltd, Singapore, 2008 (TR 590.W528 2008 FA 5283)

Fashion And Advertising The World's Top Photographers' Workshop by Magdalene Keaney, Page One Publishing Pte, Ltd, Singapore, 2007 (TR 679.K199 2007 FA 5537)

Food Styling For Photographers: A Guide To Creating Your Own Appetizing Art by Linda Bellingham and Jean Ann Bybee, Focal press Elsevier Inc., 2008 (TR 656.5B417 2008 FA 5116)

Light And Lens Photography In The Digital Age by Robert Hirsch, Focal Press Elsevier, 2007 (TR 267.H615 2007 FA 5112)

Mastering Digital Flash Photography The Complete Reference Guide by Chris George, The Ilex Press Limited, UK 2008 (TR 606.G293 2008 FA 5215)

Panoramic Photography From Composition And Exposure To Final Exhibition by Arnaud Frich
Translated by Alan Greene, Focal Press, Elsevier, Inc. 2007 (TR 661.F911 2007 FA 4608)