



ESOGU Faculty of Art and Design  
Visual Communication Design Department  
COURSE INFORMATION FORM

|          |      |
|----------|------|
| SEMESTER | Fall |
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|             |           |             |                                 |
|-------------|-----------|-------------|---------------------------------|
| COURSE CODE | 141314014 | COURSE NAME | Advanced Photography Techniques |
|-------------|-----------|-------------|---------------------------------|

| SEMESTER | WEEKLY COURSE PERIOD |          |           | COURSE OF |      |                              |          |
|----------|----------------------|----------|-----------|-----------|------|------------------------------|----------|
|          | Theory               | Practice | Labratory | Credit    | ECTS | Type                         | Language |
| 7        | 2                    | 2        | 0         | 3         | 5    | COMPULSORY (X ) ELECTIVE ( ) | Turkish  |

| COURSE CATEGORY |     |        |                      |                |
|-----------------|-----|--------|----------------------|----------------|
| Basic Education | Art | Design | Visual Communication | Social Science |
|                 | 2   | 2      |                      |                |

| ASSESSMENT CRITERIA |                 |          |    |
|---------------------|-----------------|----------|----|
| MID-TERM            | Evaluation Type | Quantity | %  |
|                     | 1st Mid-Term    |          |    |
|                     | 2nd Mid-Term    |          |    |
|                     | Quiz            |          |    |
|                     | Homework        | 1        | 40 |
|                     | Project         |          |    |
|                     | Report          |          |    |
|                     | Others (.....)  |          |    |
| FINAL EXAM          |                 | 1        | 60 |

|                 |   |
|-----------------|---|
| PREREQUIEITE(S) | Basic Photography and Applied Basic Photography |
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| COURSE DESCRIPTION | Photography shooting by using digita technologies, processing photos, HDR technique, coloring by light, multiexposure, panaromic techniques and combining of different art branches and photography is covered. |
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| COURSE OBJECTIVES | The aim of the course is to produce photos by using digital methods, processing, editing and prepare for presentation by interactive methods on the computer. |
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| ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION | The course provides students to create a new form of art to design by using digital cameras. |
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| COURSE OUTCOMES | Will be able to be specialize in the production of color photography.<br>Will be able to apply production methods of different photographer types.<br>Will be able to use photography equipments in studio and locations.<br>Will be able to apply simple video and animation techniques by using photography.<br>Will be able to present in an interactive environment. |
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| TEXTBOOK | İkizler, Emre ve Akbaş Faruk, Fotoğraf Teknik Okumaları, İstanbul: Say Yayınları. |
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|                  |   |
|------------------|---|
| OTHER REFERENCES | Videos, visual material, presentations, sample works. |
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| TOOLS AND EQUIPMENTS REQUIRED | Digital Camera, Artificial Light, Computer, Projection, Studio |
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| WEEKLY COURSE SYLLABUS |   |
|------------------------|---|
| WEEK                   | TOPICS  |
| 1                      | Introduction of the course  |
| 2                      | Changes in ontological, technical and cultural structure of photography |
| 3                      | Methods of shooting   |
| 4                      | Photography shooting application  |
| 5                      | Practicing in digital medium in Raw format                              |
| 6                      | HDR technique and applications  |
| 7                      | MIDTERM EXAM  |
| 8                      | Coloring by light techniques in natural light                           |
| 9                      | Coloring by light techniques in artificial light                        |
| 10                     | Coloring by light projects and presentations                            |
| 11                     | Expression possibilities of multiexposure and panoramic techniques      |
| 12                     | Usage of combining different techniques: examination of sample photos   |
| 13                     | Usage of combining different techniques: application                    |
| 14                     | Presentations   |
| 15                     | Presentations   |
| 16                     | FINAL EXAM  |
| 17                     | FINAL EXAM  |

| NO | PROGRAM OUTCOMES  | Contribution Level |   |   |
|----|---|--------------------|---|---|
|    |   | 3                  | 2 | 1 |
| 1  | The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines | x                  |   |   |
| 2  | The ability to comprehend the design culture and ethics, the rights and responsibilities of designers   |                    |   | x |
| 3  | The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs   | x                  |   |   |
| 4  | The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems                       | x                  |   |   |
| 5  | The ability to recognize design technique and technology, to comprehend application areas and methods   |                    | x |   |
| 6  | The ability to comprehend and apply the design process and production techniques  |                    | x |   |
| 7  | The ability to update design knowledge in line with the requirements of the age and technological developments  |                    | x |   |
| 8  | Comprehending local and universal values; the ability to develop an understanding of design from local to universal                                   |                    | x |   |
| 9  | The ability to comprehend the importance of sustainable design in the protection of nature and the environment  |                    | x |   |
| 10 | The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems                                     |                    | x |   |

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s): Assoc. Prof.Dr. Gülbin Özdamar Akarçay

Signature:

Date: