

MODULE: Digital Photography

Griffith College Dublin – Journalism and Visual Media

Fall Semester

***PRE-REQUISITE:* significant previous Digital Photography experience**

Introduction

Today's media professionals are required to be fully fluent in digital imaging techniques, and the issues surrounding them. An understanding of digitised imagery from image capture to file transfer is an imperative skill base for anyone working in the communications media. Students will learn through practical application, digital photography techniques and the use of the contemporary software (such as Adobe Creative Suite). Students will be required to produce high quality poster artwork from self generated photography.

Module Aims

This module aims to enable the student to:

- Attain the ability to create artwork from concept using industry standard applications on the Apple Mac Platform.
- Acquire a solid grasp of digital transformation and continuous tone and resolution.
- Gain a working knowledge of file formats such as: JPEG, TIFF, PSD and RAW.
- Achieve appropriate an skills level of digital photographic colour profiles and work space, colour correction and enhancement.

Module Learning Outcomes

On successful completion of this module, the student should be able to:

- Understand the project workflow of both a commercial photographer and a graphic designer.
- Demonstrate and apply a high level of understanding to the issues surrounding the creation of digital artwork.
- Be confident in the use of industry standard digital photographic software (such as both Photoshop and Adobe InDesign).
- Be confident in the use of industry standard digital photographic hardware (such as the Apple Mac platform using OSX),
- Demonstrate and apply an advanced understanding of the issues surrounding the storage and retrieval of media files, and the application of contemporary technology relating to digital image files.

Indicative Module Content

Introduction

Course outline / Visual awareness (Assignment and Deadlines).

Studio Techniques

Lighting / basic studio techniques / digital photography.

The Adobe Creative Suite

Introduction to Apple Mac and Adobe Photoshop CS4.

Creative Suite workflow

Postscript and PDF (Photographs are due at this point).

Evaluation of Photographs

Evaluation of work presented. Transferring image files to computer.

Layers and Selections

Working with layers in Photoshop / Selection Techniques.

Correction and Enhancements

Colour correction and image enhancement using CS4.

Introduction to InDesign

A series of InDesign Workshops.

Practical Classes

A series of practical classes are guided by the lecturer, to allow students work on their assignment.

Feedback/Review

Assessment

This module will be assessed by practical assignments (Continuous Assessment 100%)