



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Basic Photography							
Course Code		HIT224		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	78 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course									
Course Content									
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	öğretim elemanı ders notları
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Week	Weekly Detailed Course Contents	
1	Theoretical	General Information
2	Theoretical	Types of cameras
3	Theoretical	Digital and analogue machines
4	Theoretical	Lens Types
5	Theoretical	Photography Methods
6	Theoretical	Photo Shooting Errors
7	Theoretical	Review of the subject and assigning homework to the students
8	Practice	Discussion of homework
9	Intermediate Exam	Mid Term Exam
10	Theoretical	Photo Shooting Techniques
11	Theoretical	Practical Tips in Photography
12	Theoretical	Light in Photography
13	Theoretical	Composition in Photography
14	Practice	Interior Shooting
15	Practice	Outdoor Shooting
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				78
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	
2	
3	
4	



Programme Outcomes (*Public Relations and Publicity*)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	4	5	3	4
P2	4	3	4	4	3
P3	4	4	4	5	5
P4	4	4	4	3	4
P5	2	3	2	3	3
P6	3	3	3	4	4
P7	5	4	4	5	4
P8	4	5	4	4	5

