



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Fashion Photographing							
Course Code		MOT257		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, the student will be able to use the camera and take fashion photo							
Course Content		Using the camera suitable for the purpose, Making basic settings in cameras, Taking photographs that have the effect of depth of field, Taking pictures according to the rules of composition, Cleaning the camera, Preparing before fashion shoot, Taking fashion photos, Performing post-shooting operations.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)		Ins. Atilla DEVELİOĞLU, Ins. Didar SÖMEN BALCI							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	John Hedgecoe, The Photographer's Handbook, Collins@Brown ISBN-13: 978-0679742043,
2	New York, Focal Press, 2015, ISBN: 978-1-138-92538-0
3	Marco Antonini, Sergio Minniti, Experimental Photography, Thames@Hudson, 2015, ISBN: 978-0-500-54437

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic photographic definitions: Cameras, lenses, aperture, shutter speed, depth of field, light sources, daylight, artificial light, ASA-ISO values, color temperature,
2	Theoretical	Introduction to fashion photography
3	Theoretical	Fashion photo history
4	Theoretical	Fashion photo history
5	Theoretical	Fashion photo history
6	Theoretical	Photo and composition
7	Theoretical	Still-life shooting designs of fashion products
8	Theoretical	Still-life shooting designs of fashion products
9	Theoretical	Indoor and outdoor shooting of fashion products
10	Practice	Indoor and outdoor shooting of fashion products
11	Practice	Indoor and outdoor shooting of fashion products
12	Theoretical	Experimental approaches in fashion photography
13	Theoretical	Experimental applications in fashion photography
14	Theoretical	Review of the semester and portfolio preparation

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	
2	



3	
4	
5	

Programme Outcomes (Computer - Aided Design and Animation)

1	Using the basic knowledge and skills acquired in the field, interpret and evaluate data, identify problems, to analyze, to have the ability to develop evidence-based solutions.
2	To select and effectively use modern techniques that are for applications relevant to the field
3	Gaining the application skill by examining the relevant processes in industrial and service sector
4	To find solution when encounters unforeseen situations in the field, to gain the ability to be able to take responsibility in a team or make individual research.
5	To gain the awareness of the need for lifelong learning, continuous self-renewal monitoring and awareness of developments in science and technology
6	To gain the ability to use computer software and hardware required by the basic level of the field.
7	To be conscious about occupational safety, occupational health, environmental protection and quality.
8	Effective communication and follow the innovations in the field.
9	In mathematics, science and engineering directed to his/her field of basic theoretical and practical knowledge.
10	Having the planning skills related to Computer Aided Design and Animation program to meet the needs of the sector.
11	Gaining skills on technical drawing, computer-aided drafting, design using simulation programs in the field of making and using a variety of software systems and components to choose, to calculate the basic sizing, draw plans and projects.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	Ability to plan a career in their own profession.

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

	L1	L2	L3	L4	L5
P2	2	2	2		
P5				2	3

