



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	
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Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3	L4
P1	5	5	4
P2	5	5	4
P3	5	5	4
P4	5	5	4
P5	5	5	4
P6	5	5	4
P7	5	5	5
P8	5	5	5
P9	5	5	5
P10	5	5	5
P11	5	5	5

