AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Fashion Photographing						
Course Code	MOT257		Couse 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, Expiremental 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 *(Foreign Trade)*

1	To describe the basic concepts of economics, business law, labor and social security law, business, accounting and foreign trade.
2	To know the terms of delivery and payment in foreign trade; to regulate documents used in foreign trade transactions.
3	To understand Turkish foreign exchange regulations, to prepare documents used in these processes, and to make business correspondence.
4	To have a knowledge of Turkish customs legislation, and organize related documents
5	To know Turkish foreign trade legislation, main concepts regarding to logistics, international transporting rules and preparing necessary documents, performing e-trade transactions.
6	Making foreign trade transactions with computer and utilize from a foreign language in foreign trade transactions.
7	To be aware of Business Law, Job Security, environmental protection and quality concepts.
8	To understand and analyze the methods of financing foreign trade, and to know the foreign trade transactions in free zones.
9	To know the international marketing strategies, to recognize the risks of international trade, to analyze international monetary relations and capital markets.
10	To understand the importance of quality and standardization in foreign trade, and to know insurance operations and tax practices in foreign trade.
11	Accounting the transactions as to foreign trade and foreign exchange.
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
P1	1