



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Food Beverage Styling and Photography							
Course Code		AŞL210		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to provide a better visual representation of food and beverages, photographing and techniques, designing presentations, and managing related units.							
Course Content		Photo shooting techniques, presentation preparation techniques, modern shooting and presentation techniques.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Individual Study					
Name of Lecturer(s)		Lec. Orçun İDİZ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Yiyecek İçecek Endüstrisinde Trendler- Doç. Dr. Osman N. ÖZDOĞAN
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Food styling
2	Theoretical	tools and applications of Food stylist
3	Theoretical	and applied the techniques to be considered through visual examples
4	Theoretical	Food and plate composition
5	Theoretical	Beverage Compositions
6	Theoretical	The relationship between Food & Beverage stylist and photographer
7	Theoretical	Light techniques
8	Theoretical	midterm
9	Theoretical	Compositing techniques
10	Practice	Hamburgers styling / practice
11	Practice	Pasta styling / practice
12	Practice	Salad styling / practice
13	Practice	Sweet styling / practice
14	Practice	Cold drinks styling / practice
15	Theoretical	reviews and highlights on food photography photographer

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	Basic photography for food photography
2	Basic photography for beverage photography
3	Basic materials of food photography
4	Applied food photography



5	Applied food photography
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Programme Outcomes (Catering Services)

1	Genel turizm ve yiyecek içecek sektörü ile ilgili temel kavramları tanımlar.
2	Yiyecek içecek İşletmeciliği alanındaki yasal düzenlemeler, mesleki standartlarını, işletmelerin etkilendiği iç ve dış çevresel faktörleri bilir.
3	Yiyecek içecek ve ikram hizmetlerinin verildiği işletmelerin organizasyon yapısını ve işleyişini bilir ve uyum sağlar.
4	...
5	...
6	...
7	...
8	...
9	...
10	...
11	...
12	...
13	...

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	5	5	5	5	5
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5

