

SCHOOL	Web and corporate communication
ACADEMIC YEAR	THREE-YEAR PROGRAM II - 2025/2026
SUBJECT	1636 Fotografia (web) II
TYPE OF SUBJECT	Laboratory-Based
NUMBER OF HOURS PER LESSON	4
NUMBER OF ECTS CREDITS	4
DISTRIBUTION OVER THE ACADEMIC YEAR	I SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

Enhancement of the skills and knowledge acquired during the foundational photography course. Acquisition of a working method and critical skills that enable the application of specific knowledge and competencies in moderately complex situations. Upon completion of the course, students should: Possess the ability to critically evaluate a photograph or layout, and apply the skills and knowledge necessary for its practical implementation. - possess the capability to assess the quality of ambient light and effectively utilize artificial lighting in various situations. - Understand and partially implement the pre- and post-production stages for the creation of photographs.

Knowledge and understanding	Development of knowledge and skills in theoretical and practical understanding of the discipline. Students, commencing with a theoretical understanding of the instrumentation's use and, in particular, through numerous practical exercises, will acquire the essential skills for creating and optimizing photographic images in both studio and location settings, utilizing continuous tungsten light at 3200K.
Applying knowledge and understanding	Students are expected to acquire the practical fundamentals of organizing, producing, and post-producing a photographic shoot, whether in a studio or on location.
Making judgements	Students should develop critical and technical skills to understand, interpret, and produce photographic images of average complexity. Upon completion of the course, students will possess the technical expertise to independently configure their equipment, thereby enabling them to focus on the aesthetic and technical aspects of the shot, including composition and lighting, while anticipating and addressing potential challenges that may arise during the post-production phase.
Communication skills	The ability to clearly convey the knowledge acquired through practical exercises in various photographic techniques, the use of artificial light, and the technical equipment of the studio, during group work, is essential for the creation of photographic sets in the studio or on location.
Learning skills	Develop autonomy in practical learning, encompassing pre-production, organization, and implementation, as well as the post-production necessary for project completion.

CONTENTS	Characteristics of natural light and various sources of artificial illumination: 1. Specific characteristics of various lighting systems. 2. Preparation of studio shooting sets, utilizing artificial lighting for the capture of objects of various types and materials. 3. Preparation of filming sets for the creation of portraits utilizing natural light in various locations.
ADOPTED METHODOLOGY	[X] In Person Guided Instruction, Collaborative Group Work, Problem Solving, and Laboratory Activities. The objectives and competencies outlined in the program will be achieved through the assisted, yet as autonomous as possible, creation of images based on layouts proposed by students in working groups and agreed upon with the instructors. The images produced must be at least: Two in the studio with a set-up in artificial lighting. Two outdoor locations, featuring ambient lighting. This section will utilize image layouts selected from stock or advertising campaigns, which must be reproduced as closely as possible to the original, ensuring a high level of accuracy and professionalism. In the technical aspect: quality of light, focal length, and perspective, as well as optimization. both in terms of the constituent elements: protagonists and accessories. In addition to these shots, the following must be produced: Two distinct images that will serve as the visual component of a social utility campaign. Two images of architectural spaces where the placement of maxi billboards for the campaign will be hypothesized; through two mockups specifically created by the students.
ASSESSMENT METHODS	The assessment of the knowledge of the content, as well as the new skills and competencies acquired during the course, will be conducted through the evaluation: - the completed projects (number and level of technical/organizational complexity). - of how each group will effectively activate and organize itself for the creation of the images Photographic images, during the lessons and the guided individual work.