

SCHOOL	Graphic Design
ACADEMIC YEAR	THREE-YEAR PROGRAM I - 2025/2026
SUBJECT	992 Fotografia
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	4
NUMBER OF ECTS CREDITS	6
DISTRIBUTION OVER THE ACADEMIC YEAR	II SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

Proficiency in and comprehension of digital camera photography techniques, utilized as a tool for documentation and communication. Acquisition of the essential tools for the production of photographic images. Upon completion of the course, participants will be expected to apply the acquired technical knowledge to produce photographs as required by the instructors in the examination guidelines, demonstrating a proficient use of the camera and an understanding of file optimization.

Knowledge and understanding	Development of knowledge and skills in theoretical and practical understanding of the discipline. Students, commencing with a theoretical understanding of the use of instrumentation and, in particular, through numerous practical exercises, will acquire the essential skills for the creation and optimization of photographic images for expressive and documentation purposes.
Applying knowledge and understanding	Students are expected to acquire the fundamental theoretical and practical principles pertaining to the production and optimization of photographic images using a digital SLR camera.
Making judgements	Students should develop the critical and technical skills necessary to accurately interpret the natural lighting conditions in the scene and properly configure the equipment to achieve the desired shot. 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, composition, and lighting, while anticipating and addressing potential challenges that may arise during the optimization phase.
Communication skills	The ability to clearly convey the knowledge acquired through theory and practical exercises regarding: the various photographic techniques, the use of correct technical terms, and the critical development of the fundamental concepts that characterize photographic production and language.
Learning skills	Develop autonomy in theoretical and practical learning, both in photographic production and file optimization.

CONTENTS	1. An overview of the history of photographic techniques. 2. From analog to digital: cameras and lenses. 3. Proper exposure, shutter speed, aperture, and sensitivity: control of parameters and their impact on the characteristics of the image. 4. Depth of field and varying degrees of motion blur. 5. Objectives and various perspectives. 6. Characteristics of light: direction, contrast, and color. 7. Technical characteristics of the files in operation of the utilization. Fundamental knowledge for the optimization of a raw file from a shooting session
ADOPTED METHODOLOGY	[X] In Person Lectures, Guided Sessions, and Individual Research Projects. Individual practical exercises, based on exercises related to the theoretical content addressed during the lesson. Production of a photographic project with a singular theme, as agreed upon with the instructors.
ASSESSMENT METHODS	The evaluation is conducted in two distinct phases: 1. Ongoing written examination (comprising open-ended, multiple-choice, and crossword questions), assessed on a scale of thirty. The ongoing assessment is based on the course theory and comprises various questions pertaining to the topics addressed in class. 2. Photographic project undertaken by the students. The photographic project will be developed based on a theme defined by the instructors and elaborated upon by the students. The photographs must adhere to specific technical requirements, which will be evident in the resulting images. The utilization of all techniques and the development of a photographic project that is consistent in style, content, and subject matter will be evaluated during the examination based on the degree of completeness, exposure, and photographic quality. The average of the evaluations obtained in these two tests will constitute the final assessment, which will take into account, in addition to the aforementioned, the student's behavior, presence, and professionalism maintained throughout the course.