City University of Hong Kong
Course Syllabus

offered by School of Creative Media
with effect from Semester A 2017 /18

Part I Course Overview

Course Title: Creative Photography

Course Code: GE1129

Course Duration: One semester

Credit Units: 3

Level: A2/B1

Proposed Area:
(for GE courses only)

- ✓ Arts and Humanities
- ☐ Study of Societies, Social and Business Organisations
- ☐ Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) SM1013 Introduction to Photography

Part II Course Details

1. Abstract
(A 150-word description about the course)

This course explores photography as a creative way of seeing, of investigating moments in life and expressing ideas. Various kinds of photographic subject matter will be discussed including portraiture, landscape, story telling and documentary.

This course also offers practical instruction in basic Photographic techniques, digital imaging, fundamentals of camera operation, lighting, exposure, etc. Course provides opportunity for student's future exploration.

The course aims at enriching students' knowledge on photographic art to photographic means as a vehicle of expressing oneself and communicating ideas. Besides, it nurtures students 'sensibility and consciousness of image culture and history in both practical and intellectual aspects. In addition, the course also aims at development of the technical competence of students, on using the photographic means. Emphasis is put on the manipulation of the photographic forms.

2. Course Intended Learning Outcomes (CILOs)
(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs#	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Be technically competent in the use and manipulation of photographic devices by understanding both the mechanism of the camera in difference photo shooting situations and the history of development of photographic device from analogue to digital age .	20%		✓	
2.	Have developed a critical sense of photo aesthetics and be able to compare between good and bad photography based on their exploration of the work of master photographers and reading article from famous image culture writers.	30%	✓	✓	
3.	Be competent of communicate with photographic image by understanding both denotation and connotation of the message and meaning that are being sent in the semiotic system. Students also be able to transform technical competence into a unique style or personal signature	30%		✓	✓
4.	Have developed a social consciousness in the image culture	20%	✓		
		100%			

** If weighting is assigned to CILOs, they should add up to 100%.*
 # Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

^ Negotiated Learning Outcome (NLO) explicitly articulating the elements of Discovery oriented learning.

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Lecture	Lectures on photographic art thought the discussions of world photographers and their creative originality. Related essay and article from famous writer will be discussed.	✓	✓		✓			1.5hr/wk
workshop	Demonstration on photographic tools and techniques	✓		✓				1hr/wk
Student presentation	Discussion and critique of students' assignments moderated by the lecturer.	✓		✓	✓			30mins/wk
Workshop	Photographic post-production by demonstrating the use online photo-editing shareware	✓		✓				3hrs

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4	5	6		
Continuous Assessment: 100%								
Assignment 1: Creative Portraiture Photography	✓	✓	✓				20%	
Assignment 2: Landscape Photography	✓	✓	✓	✓			20%	
Assignment 3: Capturing a decisive moment	✓	✓	✓				20%	
Assignment 4: Photo essay: Documenting society	✓	✓	✓	✓			20%	
Assignment 5: Photographs Critique (Group Project)		✓		✓			10%	
Assignment 6: Book report with 500 words (from the booklist)	✓	✓	✓				10%	
Examination: 0% (duration: , if applicable)								
							100%	

** The weightings should add up to 100%.*

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Photographic Projects	Students should demonstrate ability to utilize primary and secondary sources, execute creative ideas and projects. The threshold of 'discovery' lies in a student's proactively turning theory into praxis, to transform course material into self-owned authorship.	• Work has strong affective quality and the articulation of personal styles and signature • Excellent appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium • Work raises questions and instill insights about the process of conception, creative strategization and production • Innovative exploration by combining	• Strong appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium • Ability to create project/ work that demonstrate the processes of thinking and creative exploration • Proper adjustment of plans and strategies in response to resources (time, space, equipment,	• Basic appreciation and/or application of the aesthetic and expressive qualities of the medium • Limited ability to create project/ work that demonstrate the processes of thinking and creative exploration • Adjustment of plans and strategies in response to resources (time, space, equipment, etc) available	• Marginal appreciation of the aesthetic and expressive qualities of the medium • Marginal ability to create project/ work that demonstrate the processes of thinking and creative exploration • Limited adjustment of plans and strategies in response to resources (time, space, equipment, etc) available	• No appreciation of the aesthetics and expressive qualities of the medium • Fail to create project/ work that demonstrate the processes of thinking and creative exploration • Minimal adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
		knowledge from different disciplines (e.g. mathematics, psychology, physics, anthropology, etc.) to create an inter-disciplinary project • Efficient adjustment of plans and strategies in response to resources (time, space, equipment, etc) available with constructive adjustment	etc) available and constructive feedback/ suggestions			

<u>Note: All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.</u>

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Creative Portraiture Photography, Landscape Photography**,** Capturing a decisive moment**,** Photo essay: Documenting society**,** Photographs Critique

Techniques:
Camera and Lens, Setting the Exposure, The Shutter and Motion, The Aperture and Depth of Field, Lens and Focal Length, Zoom Lenses, Perspective, Macro and Close Up Photography, Film Speed and Grain, Filters, Exposure Meter, Darkroom Process, Contrast Control, Push Processing, , Dodging and Burning, The Zone System

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

References(including City University Library borrowing code):	
1.	Jeff Wall / Thierry de Duve, Arielle Pelenc, Boris Groys. London : Phaidon Press, 1996 TR 654 J44 1996
2.	Photography / Barbara London, Jim Stone, John upton. TR145 .L66 2011
3.	Photography / Barbara London TR145 .L66 2002
4.	Andreas Gursky / mit Beiträgen von with contributions by Bernhard Mendes Bürgi, Beate Söntgen, Nina Zimmer. TR647 .G86597 2007
5.	The Digital Darkroom by George Schaur Silver Pixel Press TR 267 S33 1999
6.	Lighting for Still Life by Steve Bavister Silver Pixel Press TR 656 5 B38 2001
7	The science of imaging : an introduction / Graham Saxby. TR222 .S295 2002
8	Photography in the visual arts TR 642. P475 1995
9	The essential Duane Michals / Marco Livingstone. TR654 .M4648 1997
10	Questions without answers / Duane Michals. TR655 .M53 2001
11	Salute, Walt Whitman / Duane Michals. TR654 .M465 1996
12	The camera / Ansel Adams, with the collaboration of Robert Baker. TR250 .A38 1995
13	Ways of seeing / a book made by John Berger N7430.5 .W39 1972
14	On photography / Susan Sontag. TR183 .S65 2002

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Nil
2.	

Annex
(for GE courses only)

A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:

GE PILO	Please indicate which CILO(s) is/are related to this PILO, if any *(can be more than one CILOs in each PILO)*
PILO 1: Demonstrate the capacity for self-directed learning	Students have to make creative work to develop their own sense of beauty, ability of visual communication and critical mind.
PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology	By understanding the photographic device, students will be competence in expression and observation through images.
PILO 3: Demonstrate critical thinking skills	In assignment presentation, students will develop a critical mind through discussion.
PILO 4: Interpret information and numerical data	Students will be competent in calculation in exposure values and visual information to express ideas.
PILO 5: Produce structured, well-organised and fluent text	Students have to systemically present their creative works and ideas.
PILO 6: Demonstrate effective oral communication skills	Oral presentation is a must in this course.
PILO 7: Demonstrate an ability to work effectively in a team	Team spirit will be developed in group photo critic project.
PILO 8: Recognise important characteristics of their own culture(s) and at least one other culture, and their impact on global issues	By learning photographic styles and principles from world class masters, students will explored to wide range of visual aesthetic in a globalized context.
PILO 9: Value ethical and socially responsible actions	Documentary photography will be covered in this course so that students will acquire a profound observation and empathy of the society with a critical mind.
PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation	Students have to interpret the world through the camera and transform ideas into creative works

GE course leaders should cover the mandatory PILOs for the GE area (Area 1: Arts and Humanities; Area 2: Study of Societies, Social and Business Organisations; Area 3: Science and Technology) for which they have classified their course; for quality assurance purposes, they are advised to carefully consider if it is beneficial to claim any coverage of additional PILOs. General advice would be to restrict PILOs to only the essential ones. (Please refer to the curricular mapping of GE programme: http://www.cityu.edu.hk/edge/ge/faculty/curricular_mapping.htm.)

B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.

Selected Assessment Task	Related CILO(s)	Related GE PILO(s)
1. Creative Portraiture Photography	1,2,3	1,2,5,6,8,10
2. Documenting society	1,2,3,4	1,2,3,5,6,8,9,10
3. Photo Critique (group project)	2,3,4,	1,3,5,6,7,9,10