

## BASIC DETAILS:

<b>Subject:</b>	FOTOGRAFÍA PUBLICITARIA		
<b>Id.:</b>	31483		
<b>Programme:</b>	GRADUADO EN PUBLICIDAD Y RELACIONES PÚBLICAS. PLAN 2013 (BOE 10/07/2013)		
<b>Module:</b>	TECNOLOGÍA, DISEÑO Y CULTURA VISUAL		
<b>Subject type:</b>	OBLIGATORIA		
<b>Year:</b>	3	<b>Teaching period:</b>	Primer Cuatrimestre
<b>Credits:</b>	3	<b>Total hours:</b>	75
<b>Classroom activities:</b>	34	<b>Individual study:</b>	41
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>		<b>Email:</b>	

## PRESENTATION:

This course focuses on learning how to create professional images by using both commercial and editorial photography, mainly within the genres of portrait/ fashion, product and food photography in which image and text combines in a unique piece. To achieve this goal the student will become skilled at conceptual, creative, technical and visual tools. By the end of the course, if the student is responsible for his own learning, he/ she will be able to create, analyze and work in the commercial and editorial photography profession. During the course students will learn two different areas: theoretical/ technical, and creative.

## PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G04	Uso de las tecnologías de la información.
	G09	Capacidad de aplicar conocimientos.
	G10	Capacidad de generar nuevas ideas (creatividad).
<b>Specific programme competences</b>	E09	Capacidad y habilidad para la creación y desarrollo de elementos gráficos, imágenes, símbolos o textos, con lo que poder expresar con criterio fundamentado ideas y mensajes gráficamente, tanto de manera manual, como ayudados por las herramientas informáticas disponibles para ello.
	E10	Capacidad para la creación y el manejo de recursos audiovisuales para la construcción de mensajes publicitarios y/ o de comunicación corporativa.
	E12	Capacidad y habilidad para utilizar las tecnologías y técnicas comunicativas, en los distintos medios o sistemas mediáticos combinados e interactivos (multimedia), especialmente para aplicarlas al mundo de la comunicación, con especial énfasis en la creación de nuevos soportes, medios, canales y dispositivos.
	E17	Capacidad para extraer del universo cultural e intelectual contemporáneo y circundante fuentes de inspiración para el desarrollo creativo de la profesión.
	E23	Saber gestionar el tiempo, con habilidad para la organización y temporalización de las tareas.
<b>Learning outcomes</b>	R01	Entender el papel de la fotografía como parte importante del lenguaje creativo y comunicativo de los mensajes publicitarios.
	R02	Operar adecuadamente con arreglo a los principios fundamentales de la fotografía.
	R03	Manejar los elementos técnicos y estilísticos del lenguaje fotográfico.
	R04	Construir mensajes publicitarios con una adecuada base fotográfica.
	R05	Aplicar el lenguaje fotográfico a los diferentes medios, soportes y canales publicitarios, así como a aquellos de las RR.PP. donde la fotografía también tiene un papel importante.

## PRE-REQUISITES:

Students will need to have a minimum B1 level in English in order to take this subject, as it will be taught entirely in English.

Also:

- Laptop (portable computer)
- SLDR camera (professional digital camera)

## SUBJECT PROGRAMME:

### Subject contents:

<b>1 - Introduction</b>
1.1 - Commercial photography - editorial photography
<b>2 - Technique as a creative medium</b>
2.1 - Intro to DSLR camera
2.2 - Lenses: types and uses / Understanding exposure and aperture
2.3 - Light: types and quality / ISO / Light control
2.4 - Colour vs Black and White
2.5 - Composition (photographic language)
2.6 - Digital editing: basic issues
<b>3 - Working on a project</b>
3.1 - Characteristics and purposes of a photographic project
3.2 - Designing a professional photo project
3.3 - The conceptual script / photographic brief
<b>4 - Genres</b>
4.1 - Portrait / Fashion
4.2 - Product Photography
4.3 - Food Photography

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

## TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

### Teaching and learning methodologies and activities applied:

The learning methodology in this course is based on the student's independence and responsible work (alone and in pairs/ group work), creative thinking, curiosity, research tools, readings and personal effort.

The course will have some hours of lectures, but we'll have mainly in-class analysis and discussion about photography, photographers and the profession, class presentations (individual/ pair/ group), photographic assignments during the class (in classroom and outside), individual/ pairs/ group projects, readings and shootings during class and outside class time.

Individual work will be the main part of the learning methodology. Students will have to participate in reading, researching, preparing projects, shooting, editing and explaining every assignment on their own (sometimes in pairs/ groups).

There is a FACEBOOK subject page associated with the address: [pirala@usj.es](mailto:pirala@usj.es), where news and useful information related to the own academic, professional and creative content of the matter are linked. The students must access it for the enrichment and interaction with the subject. You can also access the address TWITTER @IralaPilar, where news about the contents of the course will be linked. There is also one interesting options with boards and pins on visual culture and photography: [www.pinterest.com/IralaPilar/photography](http://www.pinterest.com/IralaPilar/photography)

**Use of personal computers and other smart devices:** New technologies are fundamental in our education, work and social relations and this is why students are encouraged to use them maturely and responsibly, but its use is forbidden during the classes unless expressly indicated by the teacher. Notes will generally be taken on paper. All smart devices must be turned off during the classes. Non-compliance with these rules may mean expelling the student from the class and the student failing continuous assessment.

### Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	20
	Practical exercises	4
	Practical work, exercises, problem-solving etc.	2
	Films, videos, documentaries etc.	4
	Other practical activities	2
	Assessment activities	2
Individual study	Tutorials	2
	Individual study	15
	Group coursework preparation	20
	Compulsory reading	4
<b>Total hours:</b>		<b>75</b>

### ASSESSMENT SCHEME:

#### Calculation of final mark:

Exam:	20	%
Assigns 1a 1b:	20	%
Assign 2:	20	%
Assign 3:	20	%
Assign 4:	20	%
<b>TOTAL</b>	<b>100</b>	<b>%</b>

\*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

### BIBLIOGRAPHY AND DOCUMENTATION:

#### Basic bibliography:

5. FREEMAN, Michael. Guía completa de luz e iluminación en fotografía digital. Barcelona: Blume, 2010. (b)
4. FREEMAN, Michael. El ojo del fotógrafo: composición y diseño para crear mejores fotografías digitales. Barcelona: Blume, 2010. (a)
2. SHORT, Maria. Contexto y narración en fotografía. Barcelona: Gustavo Gili, 2013. VER CAPÍTULOS DE LECTURA OBLIGATORIA EN EL DESGLOSE DE ACTIVIDADES POR SEMANAS
1. PRÄKEL, David. Principios de fotografía creativa aplicada. Barcelona: Gustavo Gili, 2011. VER CAPÍTULOS DE LECTURA OBLIGATORIA EN EL DESGLOSE DE ACTIVIDADES POR SEMANAS
3. PRICKEN, Mario. Creative Advertising. Ideas and Techniques from the World's Best Campaigns. London: Thames
7. LONDON, Barbara; STONE, Jim; UPTON, John. Photography. New Jersey: Pearson, 2013.
8. PETERSON, Bryan. Understanding Exposure. New York: AMPHOTO BOOKS, 2004.
6. EGUIZÁBAL, Raúl. Fotografía publicitaria. Madrid: Ediciones Cátedra: 2006.

#### Recommended bibliography:

4. LIPOVETSKY, Gilles. El imperio de lo efímero. La moda y su destino en las sociedades modernas. Barcelona: Anagrama, 1993.
- \*\*\*LEIBOVITZ, A. At work. New York: Random House, 2008.
6. SOUGEZ, M. L. Historia de la fotografía. Madrid: Cátedra, 1991.
3. GAUTHIER, G. Veinte lecciones sobre la imagen y el sentido. Madrid: Cátedra, 2008.
- 2.\*JEFFREY, I. Cómo leer la fotografía: entender y disfrutar los grandes fotógrafos, de Stieglitz a Doisneau. Barcelona: Random House Mondadori, 2009.
5. SONTAG, S. Sobre la fotografía. Barcelona: EDHASA, 1981.
- 0.\*\*\*\*\*NOTA: Los asteriscos señalan la bibliografía preferente\*\*\*\*\*
7. KRAUSE, Jim. Photo idea index things. How books, 2009
8. CAPUTO, Robert. People and portraits: secrets to making great pictures. Washington, D.C: National Geographic Society, 2002.
9. WEBB, Jeremy. Diseño fotográfico. Barcelona: Gustavo Gili, 2012

10. MADDOZ, Chema. Obras maestras. Madrid: La Fábrica Editorial, 2009.
11. PETERSON, Bryan. Learning to see creatively. New York. AMPHOTO BOOKS, 2003.
12. PETERSON, Bryan. Photography and the Art of Seeing. Toronto. Key Porter, 2004.
- \*\*FREEMAN, Michael. Toda la fotografía. Barcelona: Ediciones el Drac, 1993. (Any book of Freeman on photographic technique will be very useful)

#### Recommended websites:

Michael Freeman Photographer	<a href="http://www.michaelfreemanphoto.com/">http://www.michaelfreemanphoto.com/</a>
PhotoEspaña	<a href="http://www.phedigital.com/">http://www.phedigital.com/</a>
The Big Picture	<a href="http://www.boston.com/bigpicture/">http://www.boston.com/bigpicture/</a>
National Geographic (photo section)	<a href="http://photography.nationalgeographic.com/photography/?source=NavPhoHome">http://photography.nationalgeographic.com/photography/?source=NavPhoHome</a>
How I did it? (explanations on how photographers makes creative photographs)	<a href="http://www.comolahice.com/">http://www.comolahice.com/</a>
Caborian (tips and news)	<a href="http://www.caborian.com/">http://www.caborian.com/</a>
Photographic documentation (Documentación fotográfica (on management photographic documents))	<a href="http://documentacionfotografica.blogspot.com/">http://documentacionfotografica.blogspot.com/</a>
Cienojos	<a href="http://www.cienojos.org/">http://www.cienojos.org/</a>
Número f (Number f)	<a href="http://numerof.com/blog/">http://numerof.com/blog/</a>
Photography Grants and Awards	<a href="http://photographygrants.blogspot.com/">http://photographygrants.blogspot.com/</a>
Real Sociedad Fotográfica de Zaragoza	<a href="http://www.rs fz-es.com/">http://www.rs fz-es.com/</a>
Magnum Agency	<a href="http://www.magnumphotos.com">www.magnumphotos.com</a>
Xatakafoto (news)	<a href="http://www.xatakafoto.com/">http://www.xatakafoto.com/</a>
**PhotoLit - data bank on photographic literature	<a href="http://www.photolit.de/">http://www.photolit.de/</a>
**Exposure: to create photo stories	<a href="https://exposure.co/">https://exposure.co/</a>

\* Guía Docente sujeta a modificaciones