



COURSE INFORMATION FORM

		SEMESTER	FALL
COURSE CODE	141315012	COURSE NAME	COMMERCIAL PHOTOGRAPHY

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
5	2	2	0	3	5	Elective Studio	Turkish

CATEGORY OF COURSE				
Basic Education	Art	Design	Visual Communication	Social Science
	1	2	2	

EVALUATION CRITERIA			
EXAM TYPE		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam 1	Project	40
FINAL		Project	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	Applied Photography
CONTENT BRIEF	Basics of advertising, characteristics of commercial photography, equipments of commercial photography studio, types of light, usage of exposure meter, and shooting techniques for different products.
COURSE OBJECTIVES	To equip the students with the knowledge of advertising basics, commercial photography, composition, and lighting. To have the student select a commercial product and have it photographed and present it with that knowledge.
CONTRIBUTION TO VOCATIONAL EDUCATION	To Understand the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design. To acknowledge the design techniques and technology; and to grip the differences, application and methods between them To update design process and design information in accordance with the age requirements and technological developments.
LEARNING OUTCOMES	Ability to evaluate an idea or a product technically and aesthetically in terms of commercial photography Ability to choose and use settings and equipment for commercial photography. Ability to apply essential principles of composition for an effective expression.
REFERENCES	İkizler, Emre ve Akbaş Faruk, <i>Fotoğraf Teknik Okumaları</i> , İstanbul: Say Yayınları.
TEXTBOOKS / NOTES	
MATERIALS	Digital Camera, Artificial Light, Computer, Studio



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Understanding advertising
2	Characteristics of commercial photography
3	Essential tools and equipments in commercial photography studio
4	Types of light and directions
5	Exposure features
6	Medium format camera and usage
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Still-life table and applied shootings
10	Portrait in studio, face types and lighting
11	Photography techniques for glass products
12	Photography techniques for metal products
13	From creative thinking to print: production process of commercial photography
14	Application: Create your own advertising campaign
15-16	FINAL EXAM

NO	PROGRAMME OUTCOMES	CONTRIBUTION LEVEL		
		1 Low	2 Med	3 High
1	To establish and conceive the basic concepts, principles and the history of communication and visual communication design within the disciplines.		x	
2	To understand the design culture, ethics, the rights and responsibilities of designers.	x		
3	To Understand the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.			x
4	To question and analyze critical thinking and to reflect into design and to bring appropriate solutions to problems.			x
5	To acknowledge the design techniques and technology; and to grip the differences, application and methods between them			x
6	To understand and apply the design process of creation process steps and production techniques.			x
7	To update design process and design information in accordance with the age requirements and technological developments.			x
8	To utilize from different artistic and industrial production techniques.		x	
9	To Understand the national and universal values; and to develop national design concept into universal mentality design concept.	x		
10	To be sensitive to the protection of nature and the environment, give importance to eco-design,	x		
11	To understand the importance of design and to prepare social responsibility projects in order to raise design awareness.	x		

LECTURER	SIGNATURE	DATE