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## TEACHING GUIDE

"Digital Photography"

Grado en **Multimedia y Artes Digitales**  
**Universidad Católica de Valencia**

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Digital photography

PI-02-F-16 ED. 00

Curso 2022/23

## COURSE GUIDE OF THE SUBJECT AND / OR SUBJECT

		ECTS
<b>SUBJECT: Digital Photography</b>		6
<b>Subject: Digital Image</b>		12
<b>Module: Graphic Bases</b>		30
<b>Type of Training: Compulsory</b>	<b>COURSE: 2º</b> <b>Semester: 1º</b>	
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## ORGANIZACIÓN DEL MÓDULO

Graphic bases				30 ECTS
Duration and temporary location within the curriculum:				
Subjects and Subjects				
Matter	ECTS	ASIGNATURA	ECTS	Curso/ semestr
Image digital	12	Digital image processing	6	1/1
		Digital photography	6	2/1
Fundamentos gráficos	12	Basics vector illustration	6	1/2
		Fundamentals of graphic	6	1/1
Color	6	History, theory and application of color	6	1/2



## COURSE GUIDE SUBJECT / SUBJECT: Digital photography

### GENERAL OBJECTIVES

- A. Know the basic principles of light, color and how they intervene in photography.
- B. Know and master the basic photographic technique as well as its main tools.
- C. Know the different languages and styles of photography.
- D. Know the main factors that intervene in a photographic project, be able to propose and carry it out.
- E. Mastering the main digital image editing tools.

COMPETENCIAS BÁSICAS	Ponderación de la competencia			
	1	2	3	4
<b>CB. 1</b> That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge coming from the forefront of your field of study.				x
<b>CB. 2</b> That students know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the development and defense of arguments and problem solving within their area of study			x	
<b>CB. 3</b> That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.				x
<b>CB. 4</b> That students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences				x
<b>C.B. 5</b> That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.			x	



Digital photography

PI-02-F-16 ED. 00

COMPETENCIAS GENERALES		Ponderación de la			
01	Capacity for analysis and synthesis			x	
02	Organizational and planning skills			X	
05	Computer skills related to the field of study				X
07	Problem resolution				x
09	Decision making				X
11	I work in an interdisciplinary team Critical reasoning			x	
14	Ethical commitment				X
15	Ethical commitment				x
16	Capacity to assume responsibilities			x	
17	Self-criticism			x	
18	Independent learning and motivation for training throughout their professional life				x
19	Adaptation to new situations			x	
20	Creativity. Ability to generate new ideas.				x
22	Ability to collaborate with other professions and especially with professionals from other fields. Identify the appropriate professionals to adequately develop creative work.		x		
24	Initiative and entrepreneurial spirit			x	
25	Motivation for quality			x	
28	Sensitivity towards cultural heritage			x	
32	Teaching at basic levels, dissemination, etc. To opt to teaching positions at different educational levels. Design, preparation and delivery of courses aimed at related to Multimedia and Digital Arts, administrations professionals, companies and administrations.			x	

**COMPETENCIAS ESPECÍFICAS**

E2	Artistic sensitivity. Develop the ability to perceive beauty in different forms and artistic creations, applying aesthetic principles and fostering creativity and multidisciplinary innovation.			x	
E3	Knowledge of specific production methods and digital artistic techniques especially to apply them to the world of communication, also looking for new supports.				x
E4	Acquisition of skills in the techniques and procedures for the creation and development of images.				x
E8	Ability to organize and process the information that will later be included in the project.			x	
E10	Ability to translate creative ideas so that they can be transmitted in digital format.			x	
E13	Ability to contribute to the contemporary debate on digital and multimedia arts and practices.			x	
E18	Know, assess and understand the deontological obligations of the multimedia creation professional and the implications that it entails			x	



LEARNING OUTCOMES	COMPETENCES
<b>R-1</b> Knowledge of the history of photography in general and digital in particular and understanding of the evolution in the treatment of digital images.	<b>CB:</b> 1,2,3,4,5 <b>CG:</b> 1,2, 5, 7, 9, 11, 14, 15, 16,17,18,19, 20, 22, 24, 25, 28, 32, <b>CE:</b> 2,3,4,5,8,10,13,18,19
<b>R-2</b> Use of visual language, guidelines for its understanding and critical analysis.	<b>CB:</b> 1,2,3,4,5 <b>CG:</b> 1,2, 5, 7, 9, 11, 14, 15, 16,17,18,19, 20, 22, 24, 25, 28, 32, <b>CE:</b> 2,3,4,5,8,10,13,18,19
<b>R-3</b> Domain of computer applications related to treatment digital imaging.	<b>CB:</b> 1,2,3,4,5 <b>CG:</b> 1,2, 5, 7, 9, 11, 14, 15, 16,17,18,19, 20, 22, 24, 25, 28, 32, <b>CE:</b> 2,3,4,5,8,10,13,18,19
<b>R-4</b> Analysis guidelines for photographic principles and styles..	<b>CB:</b> 1,2,3,4,5 <b>CG:</b> 1,2, 5, 7, 9, 11, 14, 15, 16,17,18,19, 20, 22, 24, 25, 28, 32, <b>CE:</b> 2,3,4,5,8,10,13,18,19
<b>R-5</b> Mastery of photographic technique in different professional environments.	<b>CB:</b> 1,2,3,4,5 <b>CG:</b> 1,2, 5, 7, 9, 11, 14, 15, 16,17,18,19, 20, 22, 24, 25, 28, 32, <b>CE:</b> 2,3,4,5,8,10,13,18,19
<b>R-6</b> Use of image archiving and cataloging systems	<b>CB:</b> 1,2,3,4,5 <b>CG:</b> 1,2, 5, 7, 9, 11, 14, 15, 16,17,18,19, 20, 22, 24, 25, 28, 32, <b>CE:</b> 2,3,4,5,8,10,13,18,19



TRAINING ACTIVITIES OF PRESENTIAL WORK			
EXERCISE	Methodology of Teaching-Learning	Relationship with results of Learning the subject	ECTS
CLASS ATTENDANCE	Presentation of content by the teacher, analysis of competencies, explanation and demonstration of capabilities, skills and knowledge in the classroom.	Everything	1
PRACTICAL CLASSES	Group work sessions in groups supervised by the teacher. Case study, computer room, data search. Building meaningful knowledge through student interaction and activity.	Everything	0,7
LABORATORY	Activities developed in spaces with equipment specialized.	0	0
SEMINAR	Monographic sessions supervised with participation Shared.	0	0
EXPOSITION GROUP WORKS	Knowledge application interdisciplinary	Everything	0,3
TUTORSHIPS	Personalized and small group attention. Period of instruction and/or orientation	Everything	0,25
EVALUATION	Set of oral and / or written tests used in the initial, formative or additive evaluation of the student.	Everything	0,15
Total			(2,4*)



TRAINING ACTIVITIES OF SELF-EMPLOYED STUDENTS			
EXERCISE	Teaching Methodology-Learning	Relationship with results of Learning the subject	ECTS
TEAM WORK	Group preparation of readings, tests, resolution of problems, seminars, jobs, memories, etc. to expose or deliver in theoretical classes, practical classes and / or small group tutorials. Work done on the university platform ( <a href="http://www.plataforma.ucv.es">www.plataforma.ucv.es</a> )	Everything	0,6
AUTONOMOUS WORK	Student study: Individual preparation of readings, essays, problem solving, seminars, papers, memories, etc. to expose or deliver in theoretical classes, classes small group practices and / or tutorials. Work done on the university platform ( <a href="http://www.plataforma.ucv.es">www.plataforma.ucv.es</a> )	Everything	3
Total			(3,6*)





## SKILLS ACQUISITION EVALUATION SYSTEM AND GRADING SYSTEM

INSTRUMENT OF EVALUATION	LEARNING OUTCOMES EVALUATED	Percentage granted
Realization of theoretical activities-practices	Everything	30%
Assistance and participation	Everything	10%
Final exam	Everything	60%

A minimum of passing (50% of the grade in said test) must be obtained in the final exam of 1st or 2nd call to compute and average the marks of the practices and

attendance.

The marks for attendance and practices can only be obtained in the first call and will be saved for the second call exam to average with it in case of not passing the first call.

However, the delivery of a single practice will be allowed, in the 2nd call (not to modify a grade of the 1st call), of an individual exercise at the discretion of the teacher, which

would average with the rest of the deliveries of the 1st call.

The qualification of attendance and / or participation is final. Works submitted after the deadline will not be accepted.

By virtue of the regulations governing the evaluation and qualification of UCV subjects, article 8.1 establishes that students who have not attended at least 50% of the classes in this subject will not be able to take the exam in First call. Both justified and unexcused absences will be considered non-attendance. This 50% is applied separately to both group practices and common theory classes.

Those students who previously and after notifying the teacher of their personal situation receive permission from the teacher to take the exam on first call will be excluded from this regulation if the teacher considers the absence justified, either for work reasons, subject coincidences, second license plates, serious illnesses, etc. To qualify for this exemption, it is absolutely essential to have discussed it with the teacher at the beginning of the course and to have accepted the evaluation procedure that the teacher deems most appropriate. In no case may appeal by default or at the end of the course to these situations to breach the rule.

On the other hand, the teacher can establish as non-attendance criteria the delay, the lack of attention in the classroom (use of mobile phones without authorization, lack of participation, etc.) and can be added to the general count of non-attendance and consequently helping to overcome the limit that prevents examinations as well as affecting the percentage established in the teaching guide for attendance and participation.

This norm is complementary to the percentages of evaluation of non-attendance and participation, as well as the evaluation and completion of assignments or cases in the classroom or during the course that will follow their own evaluation criteria. Both percentages are included in this teaching guide.

The format of the practices delivered will be determined in each statement of the same. The delivery in a format other than the one specified will suppose the suspension of the practice without possible qualification.



### Digital photography

PI-02-F-16 ED. 00

Second and successive enrollment students must submit the same assignments as those of 1st enrollment. Class attendance rules are also the same. The copy or falsification of designs or works taken from the internet, another medium or partner will suppose a serious offense and the cancellation of the total of the marks obtained in the practices during the course, both for the first and second call, without the possibility of being able to present a work extra. This rule is common for both first and subsequent enrollment student. The use of artificial intelligence to carry out digital practices will always be carried out in consultation with the teacher, who is the one who indicates what can be worked on and done with this technology. Its use, if allowed, will be described in the statement of the practice or set by the teacher in class. In no case can a work carried out entirely with this technique or present any practice be presented without prior consultation with the teacher. If this occurs, it will be considered a very serious offense and all the practices of the subject will be suspended.

### CRITERIA FOR GRANTING HONOR REGISTRATION:

In relation to the granting of Honors and in accordance with the general regulations, only one honors degree can be given for every 20 students, not for a fraction of 20, with the exception of groups of less than 20 students in total, in Those who can give a registration and this will be granted at the discretion of the teacher.

DESCRIPTION OF CONTENTS	COMPETENCES
Organization in content blocks or thematic groupings. Development of content in didactic guides.	(Indicate, numerically, the related competencies)
Photography, nature of light and formation of image	<b>R1 –R6</b>
Team, workflow and basics concept	<b>R1 –R6</b>



Photographic composition	R1 –R6	
Basic photographic technique, measurement and exposure	R1 –R6	
The studio shot	R1 –R6	
Architecture photography	R1 –R6	
Portrait photography	R1 –R6	
Product photography	R1 –R6	
Documentary photography	R1 –R6	
Postproduction	R1 –R6	
TEMPORARY ORGANIZATION OF LEARNING (First enrollment students):		
	DESCRIPTION OF CONTENTS	NUMBER OF SESSIONS
1	Photography, nature of light and training from image	1
2	Team, workflow and basics	2
3	Photographic composition	2
4	Basic photographic technique, measurement and exposure	2
5	The studio shot	3
6	Architecture photography	2
7	Portrait photography	4
8	Product photography	4
9	Documentary photography	2
10	Postproduction	4



## BIBLIOGRAPHY

### BASIC:

- Mellado, J.M.,(2018). *Lightroom Revolution: Fotografía de Alta Calidad*. España: Anaya Multimedia.
- Präkel, D.(2014). *Composición fotográfica*. Barcelona, España: Blume, 2ª edición.
- Langford, M.J.(2010): *Fotografía básica. Guía para fotógrafos*. Barcelona, España: Omega.
- Souguez, M.-L.(2016). *Historia de la fotografía*. Madrid, España: Cátedra.
- Ang, T.(2011). *Fotografía digital paso a paso*. Barcelona, España: Omega.
- Knight, C.,(2018). *El retrato dramático: El arte de crear luces y sombras*. España: Anaya Multimedia.

### COMPLEMENTARY:

- Mellado, J.M.(2013). *Fotografía de alta calidad : las técnicas y métodos definitivos CS6*. España: Anaya.
- Arranz, D.,(2018). *Domina el retoque con photoshop*. España: J de J.
- Brau, G.,(2018). *Fotografía digital en blanco y negro*. España: J De J.
- Eguizábal, R.(2011). *Fotografía publicitaria*. Madrid, España: Cátedra.
- Freeman, M. (2014). *Guía completa de fotografía digital nocturna y con poca luz*. Barcelona, España: Blume.
- Navarro Ros, F.(2013). *Fotografía de alto rango dinámico: nuevas técnicas y herramientas*. España: Anaya Multimedia.
- Barthes, R.(2011). *La cámara lúcida: notas sobre la fotografía*. Barcelona, España: Paidós.

**ADDITIONAL INFORMATION:****SUBJECT TO SECOND AND SUBSEQUENT ENROLLMENTS:**

There will be a specific group for students who are not first enrollment and a teacher in charge of that group.

In this group there will be a number established by the UCV of monitoring and tutoring sessions (6 of 2 hours each) in which the work on the competencies that the students of the group need to acquire to pass the subject will be reinforced.

These sessions are included in the attached schedule in this guide and are detailed in the description of the Didactic Units of the subject.

<b>TEMPORARY ORGANIZATION OF LEARNING (Second or subsequent enrollment students):</b>		
	<b>CONTENT BLOCK / DIDACTIC UNIT NUMBER OF SESSIONS</b>	<b>Nº DE SESIONES</b>
<b>1</b>	Photography, nature of light and image formation	<b>1</b>
<b>2</b>	Team, workflow and basics	<b>1</b>
<b>3</b>	Photographic composition	<b>1</b>
<b>4</b>	Basic photographic technique, measurement and exposure	<b>1</b>
<b>5</b>	Photographic genders	<b>1</b>
<b>6</b>	Postproduction	<b>1</b>