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**COURSE GUIDE**  
**Photography and digital imaging**  
**Master's Degree in Digital Media**  
**Catholic University of Valencia**

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**Course 2020 / 21**



## TEACHING GUIDE OF THE SUBJECT

		ECTS
<b>SUBJECT: Photography and Digital Imaging</b>		6
<b>Subject-Matter: Photography and Digital Imaging</b>		6
<b>Module: Graphic Design</b>		18
<b>Type of learning: Mandatory</b>	<b>COURSE: 1 SEMESTER: 1º</b>	
<b>Teacher: José María Lajara Romance</b>	<b>Department: Multimedia</b>	
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## MODULE ORGANIZATION

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Graphic Design				18
<b>Duration and temporal location within the curriculum:</b>				
<b>Subjects and Courses</b>				
SUBJECT	ECTS	COURSES	ECTS	Course/ semester
Photography and Digital Imaging	6	Photography and Digital Imaging	6	1/1
Creativity and Corporate Design	6	Creativity and Corporate Design	6	1/1
Desktop publishing	6	Desktop publishing	6	1/1



## TEACHING GUIDE OF THE SUBJECT: Photography and digital treatment of images

**Prerequisites: Not required**

### GENERAL GOALS

- Knowing the history of digital photography and understand the evolution in digital image processing.
- Know the different elements and processes of Digital Photography
- Master the applications related to digital image processing.
- Master the techniques of photographic composition
- Use systems of cataloging, archiving and output of digital images.

### BASIC COMPETENCES<sup>1</sup>

#### Weight

	1	2	3	4
CB6 - Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often within a research context.			X	
CB7 - That the students can apply their knowledge and ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.				X
CB8 - Students should be able to integrate knowledge and handle complexity, and formulate judgments based on information that was incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments.			X	
CB9 - That students can communicate their conclusions what the knowledge and rationale underpinning these,? For specialists and non-specialists in a clear and unambiguous.		X		
CB10 - Students must possess the learning skills to enable them to continue studying in a way that will be largely self-directed or autonomous.			X	

<sup>1</sup> List of all the competences. Each of them must be weighed up from 1 to 4, using as a criterion the contribution of the subject to the final development of the competence.



<b>GENERAL COMPETENCES <sup>2</sup></b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
CG01 - Working in an interdisciplinary team.			<b>X</b>	
CG02 - Working in an international context.				
CG03 - Interpersonal relationship skills				
CG04 - Creativity. Ability to generate new ideas.				<b>X</b>
CG05 - Ability to collaborate with other professions, and especially with professionals from other fields. Identify the right professionals to develop creative work properly.				<b>X</b>
CG06 - Initiative and entrepreneurship.				<b>X</b>
CG07 - Motivation for quality.			<b>X</b>	
CG08 - Capacity for self-employment and job creation.			<b>X</b>	

<b>CROSS-SECTIONAL COMPETENCES<sup>3</sup></b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
CT01 - Behave ethically in carrying out their responsibilities to the profession and society.			<b>X</b>	
CT02 - Knowing the fundamental laws (international, national and regional) on equal opportunities between women and men.			<b>X</b>	
CT03 - Respect entrances to buildings and classrooms of students with disabilities to contribute in equal opportunities and full integration into the university community.				<b>X</b>
CT04 - Understanding the relationships between gender and education, training, science and culture, to design coeducational and egalitarian processes of a culture of peace and democratic values.			<b>X</b>	

<sup>3</sup> Follow consecutively with the previous numbering. The specific competences are weighted 1-4 following the same approach as with the cross.



<b>SPECIFIC COMPETENCES<sup>4</sup></b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
E01 - Encouraging creativity and innovation in multimedia environments.				<b>X</b>
E02 - Knowing the specific production methods and especially digital art techniques to apply to the world of communication, also seeking new media.				<b>X</b>
E03 - Develop technical skills and procedures in traditional illustration and digital techniques for the creation and development of graphics, images, symbols and texts.				
E04 - Organize, sort and index all materials and files used in the development of digital projects, generating documents for proper conservation or query. And the ability for later search and retrieval of information.			<b>X</b>	
E05 - Generate new ideas and aesthetic solutions for the development of new designs in multimedia environments.				
E06 - Analyze areas of information society in which media technologies can be useful and applicable.				
E07 - Plan and manage projects and technological developments.				
E08 - Synthesize creative ideas so that it is possible to transmit in digital format.				<b>X</b>
E09 - Properly expose the results of research in oral, written, visual or digital, according to the canons of the disciplines of information and communication.				



	1	2	3	4
E10 - Rate the design and composition to create visual messages.				X
E11 - Understand and convey the role of strategic communication as a factor of innovation.				
E12 - Analyze the characteristics of the digital production industry and its operation, investigating and detecting needs.				
E13 - Understand, value and understand the ethical obligations in the environments of graphic design, digital video and multimedia web-and the need to comply with them.				X
E14 - Develop graphic projects from conception to completion print or electronic on-demand.				
E15 - Create logos and define the company's corporate identity				
E16 - Retouch, manipulate and perform assemblies creative with digital images for further processing or photo inclusion in different media.				X
E17 - Direct and layout for print media publications or digital.				
E18 - Check all prepress and printing process of graphic design.				
E19 - Accurately generate pdf documents of different projects for their proper conservation, exchange or query.				



	1	2	3	4
E20 - Capture, scan and edit the video material through nonlinear systems under narrative criteria.				
E21 - Postproducir edited video material, adding effects, animation and titling				
E22 - Convert and adapt audiovisual projects generated at different media and formats, both for broadcast and their conservation.				
E23 - Direct and design three-dimensional animation for the development of industrial headers, presenting programs, advertisements and illustrations explanatory				
E24 - Conceptualize, plan and design Web pages according to market IT standards.				
E25 - Programming Web projects using appropriate computer languages and current.				
E26 - Host, maintain and update web projects on file servers.				

<b>LEARNING OUTCOMES</b>
R-1 Knows the story of digital photography and understand the evolution in digital image processing.
R-2 Knows about the different elements and processes in Digital Photo.
R-3 Dominates computer applications related to digital image processing.
R-4 Dominates photographic composition techniques.
R-5 Use systems of cataloging, archiving and output of digital images.



EDUCATIONAL ACTIVITIES		
ACTIVITY	N° Hours	presentiality
<b>On-campus Class:</b> preferably oriented training activity to acquire knowledge acquisition skills. refers to the oral presentation by the teacher, (supported by board, computer and projector for the display of text, graphics, software, etc..), to a group of students. These sessions expository, explanatory and demonstrative content.	15	100%
<b>Computer practice:</b> training activity aimed at acquiring skills through experimentation práctica. Se place in the computer room where it is developed to support learning using the computer. Includes working with specific software, Web queries, handling peripherals, etc.	60	100%
<b>External sessions:</b> Theoretical-practical sessions on specific business facilities of the media industry, aimed mainly to the acquisition of knowledge acquisition skills in the specific context	10	100%
<b>Independent work:</b> Independent work of student activity that represents the time that the student must devote to material preparation.	50	0%
<b>Tutorials:</b> Personal attention or in small groups. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc..	10	100%
<b>Assessment:</b> Group of oral and / or written used in the initial, formative or additive assessment.	5	100%





<b>EVALUATING SYSTEM</b>		
<b>Evaluating system</b>	<b>minimum weight</b>	<b>Maximun weight</b>
Testing practices computer	0.0	2.0
Oral presentation of group work and individual	0.0	1.0
Individual monitoring of attendance at sessions and active participation	0.0	1.0
Deliverables activities	0.0	8.0

**MENTION OF DISTINCTION:**

The mention of Distinction will be awarded to students who have achieved a score equal to or greater than 9.0. The number of Distinctions granted will not exceed 5% of students enrolled in a subject in the corresponding academic year unless enrollment is under 20, in which case only one Distinction may be granted. (Royal Decree 1125/2003).



DESCRIPTION OF CONTENTS
-History of photography and digital imaging.
-Evolution of computers, software and peripherals in the period.
-Basic Components: concept of pixel and color bases.
-Creative possibilities and scope of digital image retouching.
-Composition theories and practical application.
-Selection tools.
-Basic settings of light and color.
-Repair and cloning Tools.
-Concept of layer and application.
-Tools to warp and distort images.
-File formats used in digital images.
-Creative use of filters.
-Importing external elements from different media and formats.
-Concept and implementation of the resolution and proportions.
-Panoramic and high dynamic range images (HDR).
-Accessories. Selection, cataloging and archiving digital images.
-Preparation of digital images for output to the printed or visual.



<b>TEMPORAL ORGANIZATION OF LEARNING:</b>		
	<b>CONTENT/TEACHING UNIT</b>	<b>SESSIONS</b>
<b>1</b>	Introduction to digital imaging environment and Photoshop	<b>0,5</b>
<b>2</b>	Program structure and basic components	<b>0,5</b>
<b>3</b>	Light and color settings	<b>1</b>
<b>4</b>	Selection tools	<b>1</b>
<b>5</b>	Retouch and repair tools	<b>1</b>
<b>6</b>	Concept of layer and application	<b>2</b>
<b>7</b>	Transforming images	<b>1</b>
<b>8</b>	Progressive effects	<b>1</b>
<b>9</b>	Layer Masks and Adjustment Layers	<b>2</b>
<b>10</b>	Filters	<b>1</b>
<b>11</b>	Panoramic and high dynamic range images (HDR).	<b>1</b>
<b>12</b>	Concept of resolution and preparation of digital images for output to the printed or visual.	<b>1</b>
<b>13</b>	Creative possibilities and scope of digital image retouching.	<b>2</b>
<b>14</b>	Accessories. Selection, cataloging and archiving digital images.	<b>0,5</b>
<b>15</b>	Photographic composition theories and practical application.	<b>0,5</b>
<b>16</b>	Photographic studio sessions	<b>7</b>

**The sessions are four hours in duration.**



## BIBLIOGRAPHY

Evening, M. (2014), *Photoshop CC para fotógrafos*. Madrid, España: Anaya Multimedia

Kelby, S. (2013), *Manipula tus fotografías digitales con Photoshop CS6*: Anaya Multimedia

Mediaactive (2014), *Aprender PhotoShop CC con 100 ejercicios prácticos*: Marcombo

Adobe Press (2013), *Photoshop CC*: Anaya Multimedia

Caballero Collado N. (2013), *Photoshop CC Guía Práctica*: ANAYA

Blue Vertigo. From <http://www.bluevertigo.com.ar/>

Smashing Magazine. From <http://www.smashingmagazine.com/>

Photoshop Tutorials. From <https://www.photoshoptutorials.ws/>

86 Best Photoshop Tutorials. From <http://www.digitalartsonline.co.uk/features/illustration/86-best-photoshop-tutorials-updated/>

Photoshop Tutorials. From <https://helpx.adobe.com/photoshop/tutorials.html>

85 Brilliant Photoshop Tutorials. From <http://www.creativebloq.com/graphic-design-tips/photoshop-tutorials-1232677>

Photoshop Cafe Tutorials. Recuperado de <http://photoshopcafe.com/tutorials.htm>

### ADDITIONAL INFORMATION:

#### WORK PLANNING FOR SECOND AND FURTHER ENROLLMENTS:

There will be a special group for those students who have not registered for the first time, and a teacher responsible of this group. This teacher has to schedule six two-hour sessions for monitoring and mentoring. In each session the subject will be developed so as to reinforce the work of the skills that each student needs to pass the course. The assessment contained in the examination will be established in the official calendar of this subject. These sessions are available on the specific schedule. The blocks of content and tasks to be performed in each session are as follows:





## SECOND AND SUBSEQUENT ENROLLMENTS DIDACTIC UNITS

	LESSON	NUMBER OF SESSIONS
1	Image Editing philosophy	1
2	Tools and methods of selection and retouching	2
3	Sense, operation and types of layers	2
4	Resolution	1