

Course Plan/Proposal

Instructor's Name : CHIH-CHUAN KAO

Year : 98 Semester : 1 (1-autumn term 2-spring term)

Class Number : 21266 Course Number : 21257

Course Name : Commercial Photography	
Total credits : 2 Weekly classroom hours : 2	
Department : 21 Commercial Design	
Is this course a year-long Course ? elective Course ?	
Course Objective	Elementary Photography: The knowledge and operation of 4x5 view camera: 1)photographing two-and-three-dimensional objects inside the studio , 2) taking pictures of outdoor architecture, 3) using large films and darkroom techniques.
Course Outline	Commercial photography for the 35mm camera: 1)testing cameras, films, and lenses, 2)examining standard ASA and development time, 3)darkroom techniques for high quality photography, 4)photographic know-how on various subjects.
Course Outcomes	1. be familiar with the professional camera operation, the use of electronic flash and the light meter, exposure control and other commercial photography. 2. have the ability to rinse, amplify large sized films and produce high-quality photos. 3. familiar with the concentration, contrast, quality and sharpness of the image and other operational procedures and control. 4. join in project planning and photography implementation, participate in studio and darkroom practice. 5. master 135,120,4 x5 camera operation, be familiar with the equipment features, use the technic above in photo production. 6. master the different properties between120 traditional camera and digital camera and lead into software equipment on demand.
Department Education Goal	◎To nurture creative designers who are good at design theories and project practices ◎To nurture creative designers who have creativity and core competence ◎To nurture creative designers both in art and digital technology ◎To nurture creative designers who have fine work ethics, responsibility, and cooperation in a group ◎To cultivate creative designers the core competence of design with broad views
Department Core Competency	◎Good ability to design in practices ◎Good ability to have a creative thinking ◎Good humanities accomplishment and equipment of art ◎Good ability to conduct a project ◎Good ability of cooperation and communication in a team
Prerequisite Course	None
Text & Reference Material	Color Photography 雄獅美術出版 Digital Photography 視傳文化出版 The Paltte of Light 博陽文化出版 Viewpoint 田園城市文化出版
Grading Policy	Daily grade:20% Midterm:20% Final:60%
Note	None

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