

UCUG 1501 Introduction to Photography and Digital Imaging

Instructor: Dr. David Yip daveyip@hkust-gz.edu.cn

Jake Zhang jakezhang@hkust-gz.edu.cn

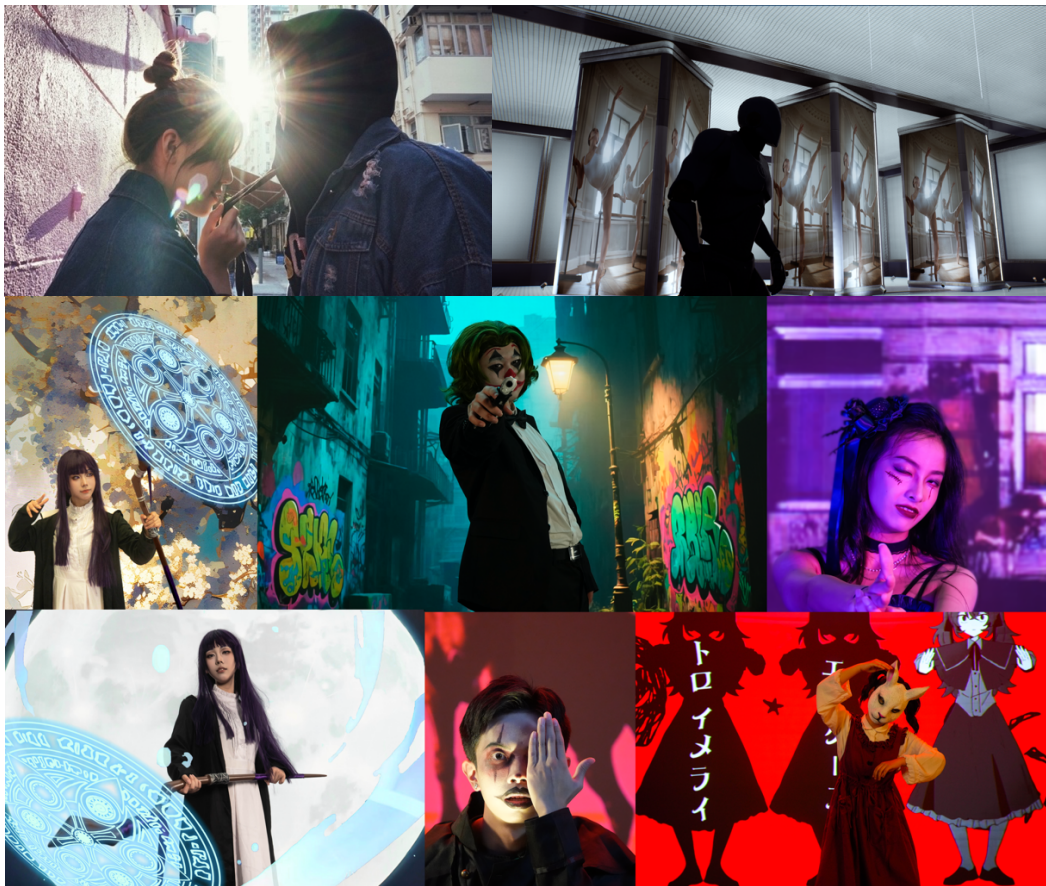
TA: Zhen Li zli619@connect.hkust-gz.edu.cn

Time: Friday 9-10:20am E1 202 (lecture + studio shooting)

Friday 10:30-11:50am E1 228 (computer workshop)

Course Description:

This is an introduction to the creative art and expression of photography and digital imaging through lectures, workshops and projects. Students will learn photographic concepts, various in-camera and post-production visual effect techniques to explore creative possibilities with photography and digital imaging. Focus of this course is to facilitate students to express themselves through this powerful visual medium. Upon the completion of this course, students will combine photographic and digital imaging techniques to communicate and express their creative ideas and story.



Intended Learning Outcomes:

At the end of the course, students should be able to

1. Explain the development and genres of photography and digital imaging
2. Analyze the characteristics of photography art and appreciate the master works
3. Apply the concepts, theories and techniques of photography and digital imaging
4. Experience using photography and digital imaging as expressive tool to convey the photographer's feelings and view point

Teaching and learning activities:

Weekly 3 hours lecture, workshop and tutorial

The course consists of weekly lecture, workshop, in-class exercises and projects that are all related to the main topic of the week and assist students to progressively accumulate incremental knowledge and technique. The assessment of student achievement will be based on the continuous process, progress, participation and works presented and submitted throughout the semester.

Assessments:

	Weighting (%)	ILOs assessed
Participation	5	(1-4)
Weekly Exercises	30	(1-2)
Midterm Presentation	20	(3-4)
Final Project Report	20	(1-4)
Final Presentation + Portfolio	25	(1-4)

Course Content:

Week	Topic (subject to progress)	Shooting exercises + digital retouching/ editing + sharing	Weekly ILOs
1	Overview	<u>Lecture</u> Photo aesthetic, genres covered in this course starting with smartphone photography Class exercise: defamiliarize the familiar <u>Tutorial</u> Introduction to tools for image-making and digital communication. Account set-up. Self-portrait homework due on class 3 (needed for ongoing in-class exercises)	1-2
2	Line, Shape, Space, Pattern,	<u>Lecture</u>	1-2

	Geometry	<p>Stylistic composition with visual elements of line, shape and space as visually expressive theme</p> <p>Class exercise: defamiliarize the familiar</p> <p><u>Tutorial</u></p> <p>Adobe Photoshop compositing basics. Brush, image mask, basic color correction. In-class exercise: creatures on campus.</p>	
3	<p>Landscape photography</p> <p>Gestalt Psychology</p>	<p><u>Lecture</u></p> <p>Post-production process in LrC</p> <p><u>Tutorial</u></p> <p>Bring pencil and paper to the class. The self-portrait image needs to be ready by the beginning of the class. Introduction to basic image editing technique. The strategy of image editing: realistic vs. stylistic.</p> <p>Introduction to the in-class image-making project: The creative portrait. In-class brainstorming and sketching session. Collect references.</p>	2-4
4	Color, Separation and Depth	<p><u>Lecture</u></p> <p>Stylistic composition with space and color as visually expressive theme</p> <p>Separation for depth and parallax effects</p> <p>Control depth of field through lens sizes and spatial separation for visual expression.</p> <p><u>Tutorial</u></p> <p>Introduction to methods to cut out subjects. Continue working on the creative self-portrait project, focusing on color correction and compositing. Homework: continue the concept and prepare extra image components if needed during the weekend.</p>	1-3
5	Light, Shadow, and Exposure, Movement	<p><u>Lecture</u></p> <p>Control depth of field through lens size and shutter for visual expression</p>	1-3

	with Shutter speed	<u>Tutorial</u> In-class review of portrait progress. Introduction and demonstration on Photoshop animation. In-class frame by frame exercise.	
6	Studio 1	<u>Lecture</u> Capture light and shadow composition and mood setting <u>Tutorial</u> Discuss and brainstorm potential ways to animate the portrait. Try to answer: What could be the animated elements to composite into the current idea? Is any part of portrait can be animated? Or replaced with something? Sketch out the ideas and share to partner, professor and TA.	1-3
7	Midterm	Midterm Presentation	1-4
8	Studio Portrait & Lighting 2	<u>Lecture</u> Capturing personality with photography <u>Tutorial</u> Problem solving and execution session for finishing the animated creative portrait.	2-4
9	AI Portrait & Virtual Photography	<u>Lecture</u> AI training for portrait and virtual photography <u>Tutorial</u> Introduction to After Effects. The logic, pipeline and methods of compositing in After Effects. Introduction to the in-class project: Animated Collage Art. It's encouraged to continue developing idea based on previous creative portrait projects.	2-4
10	UE Composite	<u>Lecture</u> Magical surrealism <u>Tutorial</u> Digital lighting. Methods to color correction and lighting in After Effects.	2-4

11	Magical Surrealism Collage & Montage	<u>Lecture</u> Magical imagineering with photo editing <u>Tutorial</u> Animation function in After Effects. Problem shooting and execution session for After Effects projects.	2-4
12	Photo Essay, Narrative Photography & Storytelling	<u>Lecture</u> Photographic documentary, photo montage, sequence <u>Tutorial</u> Extra help session on final project execution. Premiere Audio-visual workshop if time allow.	2-4
13	Final Presentation	Final Presentation	1-4

Grading Criteria:

[Detailed rubrics for each assignment will be provided. These rubrics clearly outline the criteria used for evaluation. Students can refer to these rubrics to understand how their work will be assessed.]

Artistic, Creative, Communicative, Expressive, Technically Proficient

Final Grade Descriptors:

Grades	Short Description	Elaboration on subject grading description
A	Excellent Performance	Demonstrates a comprehensive grasp of subject matter, expertise in problem-solving, and significant creativity in thinking. Exhibits a high capacity for scholarship and collaboration, going beyond core requirements to achieve learning goals.
B	Good Performance	Shows good knowledge and understanding of the main subject matter, competence in problem-solving, and the ability to analyze and evaluate issues. Displays high motivation to learn and the ability to work effectively with others.
C	Satisfactory Performance	Possesses adequate knowledge of core subject matter, competence in dealing with familiar problems, and some capacity for analysis and critical thinking. Shows persistence and effort to achieve broadly defined learning goals.

D	Marginal Pass	Has threshold knowledge of core subject matter, potential to achieve key professional skills, and the ability to make basic judgments. Benefits from the course and has the potential to develop in the discipline.
F	Fail	Demonstrates insufficient understanding of the subject matter and lacks the necessary problem-solving skills. Shows limited ability to think critically or analytically and exhibits minimal effort towards achieving learning goals. Does not meet the threshold requirements for professional practice or development in the discipline.

Course AI Policy

You can use AI to assist the coursework especially the visual projects but for the writing, the final version must be in your own words.

Communication and Feedback

Assessment marks for individual assessed tasks will be communicated via Canvas and after the class presentation. Feedback on assignments will include strengths, weaknesses and areas for improvement. Students who have further questions about the feedback including marks should consult the instructor within five working days after the feedback is received.

Academic Integrity

Students are expected to adhere to the university's academic integrity policy. Students are expected to uphold HKUST(GZ)'s Academic Honor Code and to maintain the highest standards of academic integrity. The University has zero tolerance of academic misconduct. Please refer to Regulations for Academic Integrity and Student Conduct for the University's definition of plagiarism and ways to avoid cheating and plagiarism.

Tools:

Adobe Lightroom Classic, Photoshop, UE

References:

100-Lessons-From-the-Masters-of-Street-Photography-by-ERIC-KIM;

Masters_of_Photography_Course_Guidebook;

Elements-of-Composition-The-Complete-Guide-Ebook;

Exposure - The Ultimate Guide (Ebook);

Camera-Lenses-Explained-vol1-Ebook

https://www.youtube.com/@Joel_Ulises