



## IDENTIFYING DATA

### Advertising photography theory and practice

Subject	Advertising photography theory and practice			
Code	P04G190V01305			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Lens Leiva, Jorge			
Lecturers	Fraga Pérez, Andrés Lens Leiva, Jorge			
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General description	(*)Conceptos básicos da técnica fotográfica así como estudio e aplicación das representacións fotográficas e das técnicas de produción e posproducción.			

## Training and Learning Results

Code	
B1	Interpretative and operative competences of the communication as a reality and as a field of study from the humanistic and technical point of view: theoretical knowledge of the communication.
C9	Knowledge of the communication strategies and its creative development, applicable to all type of organizations, as well as of the necessary methodologies to its analysis, audit and evaluation.
C12	Analytical-synthetic dexterity: ability and skill to establish the strategy, planification and own processes of the advertising communication and of the public relations.
C13	Expressive dexterities: ability and skill to give creative form to the message. Realization of basic advertising pieces and supervision of its definitive production.
D1	Interpretative competences of the communication: ability to recognize ethical implications in professional decisions.
D2	Creative competences: ability to the creativity, the innovation and the adaptation to the change.

## Expected results from this subject

Expected results from this subject	Training and Learning Results	
Identify the fundamental parameters of the photographic technique.	B1	C9
Define the new models of photographic representation.		C9
Use the techniques and processes in the organization of photographic production.		C12
Develop measurements related to the amount of light and color quality during the process of building photographic images.		C13
Define the proper use of technological tools, especially computer tools, in the digital treatment of photographic images.		C13
Properly expose the results of academic work orally or by audiovisual means.		C13
Assume expressive and thematic risks, applying solutions and personal points of view in the development of projects.		D2
Demonstrate ability to adapt to technological changes.		D2
Identify the necessary solutions in the development of the photographic process quickly.	C12	D2
Ability to photograph responsibly and ethically.		D1

Basically, the teaching staff will focus on the good development of the photographic practice, so that the students at the end of the subject should see an increase in their solvency and skill related to taking photographs. B1 C13 D2

## Contents

Topic	
Photographic Technique I. Fundamental parameters of the camera: focus, diaphragm, exposure time	They are not necessary.
Photographic technique II: Exposure value, ISO scale, Light measurement, Exposure control, Light orientation, Depth of field, Types of photographic objectives, Color temperature, The flash.	They are not necessary.
Photographic technique III. The elaboration of the image. Composition and framing. Basic composition models. Rule of thirds. Composition tricks.	They are not necessary.
History of photography, from pictorialism to the present day. Authors and trends.	They are not necessary.
Theory of light and lighting schemes	They are not necessary.

## Planning

	Class hours	Hours outside the classroom	Total hours
Workshops	7	10	17
Seminars	10	10	20
Lecturing	21	20	41
Laboratory practice	4	20	24
Laboratory practice	4	20	24
Laboratory practice	4	20	24

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Workshops	Photographic activities focused on the assimilation of the theoretical contents of the subject, as well as the implementation of the photographic technique through group and individual tutoring by the teacher.
Seminars	Small groups where the teacher can delve into a specific topic of the subject and carry out a more individualized follow-up of the assimilation of content.
Lecturing	Presentation by the teacher of the theoretical content around the evolution of photography (from photographic background to contemporary authors), as well as those aspects related to photographic technique that will then be put into practice in the corresponding workshop hours.

## Personalized assistance

Methodologies	Description
Workshops	Individualized attention focused on learning and developing practical tasks with a camera
Seminars	Individualized attention focused on learning and developing practical tasks with a camera

## Assessment

	Description	Qualification	Training and Learning Results
Lecturing	The test will consist of short questions related to the content seen in class. The questions dedicated to the assimilation of photographic practice (scale of diaphragms and speed) will have special relevance in the final mark. In the case of taking this test, its value will be 50 percent of the final grade.	40	B1 C9

Laboratory practice	In this practice, students will have to solve photographic questions related to focus, aperture and shutter speed.  This practice is the first of the three mandatory practices that the student must present throughout the course.  If the student chooses not to take the written test (final exam), these 3 practices will constitute 100% of the final grade. In the case of taking the final exam, each practical work will be worth 20% of the total subject and the exam grade will be worth 40%.	20	B1 C13 D2
Laboratory practice	In this practice, students will have to solve photographic questions related to resources to improve photographic composition.  This practice is the second of the three mandatory practices that the student must present throughout the course.  If the student chooses not to take the written test (final exam), these 3 practices will constitute 100% of the final grade. In the case of taking the final exam, each practical work will be worth 20% of the total subject and the exam grade will be worth 40%.	20	B1 C13 D2
Laboratory practice	In this practice, students will have to solve photographic questions related to photographic lighting.  This practice is the third of the three mandatory practices that the student must present throughout the course.  If the student chooses not to take the written test (final exam), these 3 practices will constitute 100% of the final grade. In the case of taking the final exam, each practical work will be worth 20% of the total subject and the exam grade will be worth 40%.	20	B1 C13 D2

### Other comments on the Evaluation

For students who do not take the theoretical test, the evaluation of the practical workshops (practical work delivered) will be 100% of the grade.

The fact of not submitting a practical work means a zero in that work, which will be averaged with the rest of the notes of the other works.

For the following calls, it will also be necessary to submit practical work, taking as a reference the work commissioned in the academic year in which the exam is carried out.

### Sources of information

#### Basic Bibliography

EGUIZÁBAL MAZA, Raúl, **Fotografía publicitaria**, Cátedra, 2001

BARTHES, Roland, **La cámara lúcida**, Paidós Ibérica, 1995

DALY, Tim, **Manual de fotografía digital**, Taschen Benedikt, 2000

FONTCUBERTA, Joan, **El beso de Judas**, Gustavo Gili, 1997

LANGFORD, Michael, **La fotografía paso a paso**, Hermann Blume, 2004

LÓPEZ MONDÉJAR, Publio, **Historia de la fotografía en España**, Lunweg, 1997

SONTAG, Susan, **Sobre la fotografía**, Alfaguara, 2005

MARZAL FELICI, Javier, **Cómo se lee una fotografía. Interpretaciones de la mirada.**, Cátedra, 2008

PETERSON, Bryan, **Los secretos de la fotografía (Guía de campo)**, Tutor, 2010

CARROLL, Henry, **Lea este libro si desea tomar buenas fotografías**, Blume, 2014

KELBY, Scott, **Iluminar, disparar y retocar. Conseguir fotografías de máxima calidad**, Anaya Multimedia. Colección Photo Club, 2012

ARIAS, Zack, **Fotografía. Preguntas y respuestas**, Anaya Multimedia. Colección Photo Club, 2014

MOMÈNE, Eduardo, **La visión fotográfica. Curso de fotografía para jóvenes fotógrafos**, Eduardo Momeñe, 2009

duCHEMIN, David, **Mercaderes de imágenes. La fotografía como pasión y profesión**, Anaya Multimedia., 2010

RIVAS, Rodrigo, **Fotografía de calle. Memoria de la ciudad**, Anaya Multimedia., 2017

#### Complementary Bibliography

FREUND, Gisèle, **La fotografía como documento social**, Gustavo Gili, 2001

MEOLA, Christa, **Fotografía boudoir. El arte de la sensualidad**, Anaya Multimedia. Colección Photo Club, 2013

### Recommendations