



IDENTIFYING DATA

Photography Theory and Technique

Subject	Photography Theory and Technique			
Code	P04G071V01105			
Study programme	Grado en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	1st
Teaching language	Spanish			
Department				
Coordinator	Lens Leiva, Jorge			
Lecturers	Lens Leiva, Jorge			
E-mail	jorgelensleiva@gmail.com			
Web	http://www.jorgelens.com			
General description	(*)Técnica da práctica fotográfica. Estudio e análise das representacións fotográficas e das técnicas de produción e posprodución.			

Training and Learning Results

Code				
A1	Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio			
B3	Aplicar técnicas y procedimientos de la composición de la imagen a los diferentes soportes audiovisuales, a partir del conocimiento de las leyes clásicas y de los movimientos estéticos y culturales de la historia de la imagen.			
B4	Exponer los resultados de los trabajos académicos de manera escrita, oral o por medios audiovisuales o informáticos de acuerdo a los cánones de las disciplinas de la comunicación.			
B5	Conocer los valores constitucionales, principios éticos y normas deontológicas aplicables a la comunicación audiovisual, en especial las relativas a la igualdad de hombres y mujeres, a la no discriminación de personas con discapacidad y al uso no sexista de la imagen femenina en los medios de comunicación de masas.			
B6	Trabajar en equipo y comunicar las propias ideas mediante la creación de un ambiente propicio.			
B7	Asumir riesgos expresivos y temáticos, aplicar soluciones y puntos de vista personales en el desarrollo de los proyectos			
C16	Know and apply audiovisual technologies (photography, cinema, radio, television and multimedia) according to their expressive capacities.			
C17	Know the spatial image and the iconic representations in space, both in the still image and in movement.			
D3	Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.			

Expected results from this subject

Expected results from this subject	Training and Learning Results			
New	A1	B3 B4 B7	C16 C17	D3
New		B4 B6 B7	C16 C17	
New		B3 B4 B6 B7	C16 C17	
New		B5 B6		D3

Contents

Topic	
Photographic technique I	Basic parameters of the camera: 1.1 Approach 1.2 Diaphragm 1.3 Exposure time
Photographic technique II	2.1 Exposure value 2.2 Sensitivity. ISO scale 2.3 Types of light measurement. matrix weighted Punctual 2.4 Choice of exposure: Uniform light. Uneven light 2.5 HDR. Special cases
Photographic technique III	3.1. Orientation of the light with respect to the camera 3.2. Depth of field 3.3. Typology of objectives 3.4. Color temperature. white balance 3.5. The flash
Photographic technique IV	Composition tricks 4.1. Add foreground items 4.2. Establish relationships between elements 4.3. Reframe with some foreground element 4.4. Take photos through some element 4.5. Force the frame to a point of interest 4.6. Color and texture saturation 4.7. Law of movement and gaze 4.8. Fill or distribute the element frame 4.9. Highlight the main reason for the background 4.10. Keep the horizontal horizon line 4.11. Suggestive light
5. History of photography I. Historical background of photography and first photographic manifestations.	5.1 The camera obscura. 5.2 Pioneers. Niepce, Daguerre, Fox Talbot 5.3 Functions of photography: Sociedades Heliográficas, Muybridge, Marey, Disderí, Nadar 5.4 The Kodak camera 5.5 Associationism: Photo Club, Photo Secession (Stieglitz) 5.6 The f64 Group (Weston)
6. History of photography II. From pictorialism to the present day. Authors and trends.	6.1 New Vision (Man Ray, Rodchenko, Moholy Nagy). 6.2 New Objectivity (Blossfeldt, Sander). 6.3 Documentary: Cartier Bresson, Doisneau, Manuel Ferrol, Catalá Roca 6.4 Street Photography in the USA (1950s): Robert Frank, William Klein, Lee Friedlander, Diane Arbus). 6.5 School of Madrid. 6.6 Eggleston
7. Contemporary photographic representation. Representative authors and trends.	7.1 The portrait in contemporary photography 7.2 The landscape in contemporary photography 7.3 Photography constructed in contemporary photography 7.4 Documentary in contemporary photography

Planning

	Class hours	Hours outside the classroom	Total hours
Workshops	23	23	46
Lecturing	22	44	66
Objective questions exam	2	5	7
Problem and/or exercise solving	2	8	10
Laboratory practice	1	20	21

*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 content of the subject, as well as the implementation of the photographic technique through the group and individual tutoring of the teacher.

Lecturing	Presentation by the teacher of the theoretical content around the evolution of photography (from the photographic background to contemporary authors), as well as those aspects related to the photographic technique that will then be put into practice in the corresponding workshop hours .
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Personalized assistance

Tests	Description
Laboratory practice	Individualized attention to the development of practical tasks with the camera

Assessment

	Description	Qualification	Training and Learning Results
Workshops	The workshops will be evaluated in a continuous and personalized way through the 3 practical photographic works that will have to be presented throughout the course. If the student chooses not to take the written test (final exam) these works will constitute 100% of the final grade. In case of taking the final exam, the student's final grade will be as follows: exam grade (40%) and average grade of the work (60%).	60	
Lecturing	The test will be voluntary and will constitute 40% of the mark if it is done. It will consist of short questions related to the contents seen in class. The questions dedicated to the assimilation of photographic practice (diaphragm and speed scale) will have special relevance. In the case of taking this test, its value will be 40 percent of the final mark since the other 60% would correspond to the average mark of the practical work.	40	
Problem and/or exercise solving	This test will serve to determine the initial level of the students in aspects related to photography, so it will be carried out at the beginning of the course and will not have an impact on the final grade.	0	

Other comments on the Evaluation

The evaluation systems will be divided into two modalities: continuous evaluation methodologies and global evaluation methodologies

CONTINUOUS ASSESSMENT

Continuous assessment is the usual assessment methodology and will be used by default to grade students.

Students who opt for this modality must regularly attend the classes of the subject, understanding as such an attendance of not less than 75% of the theoretical and practical classes.

In this evaluation option, students will carry out 3 practical assignments throughout the course that will account for 100% of the final grade for the subject. Each of the works will correspond to 33.33% of the final grade for the subject. Given that this evaluation is of a continuous type, the fact of not submitting a work would suppose a NOT PRESENTED in the final grade of the subject.

Since students are entitled to a written test, there is the voluntary possibility of taking a final exam on the dates established by the dean at the beginning of the course. If you take this test, the exam grade will account for 40% of the final grade, while the assignment grades will account for 60% of the final grade.

For the following calls, it will also be necessary to hand in the practical work, taking as a reference the work assigned in the academic year in which the exam is taken. Likewise, the percentages for the final grade are the same, that is, practical work (60%) and written exam (40%).

OVERALL EVALUATION

The default assessment system at the University of Vigo is the continuous assessment system. Those students who opt for the global evaluation system must follow the following guidelines.

The student must notify the teaching staff of their express resignation from the continuous assessment system within the period established by the center for this purpose (one month), providing the required document completed and signed to the teacher.

Guidelines on the day of the evaluation:

The global evaluation test will be carried out on the date and time established by the center in the official exam calendar.

The student must pass each and every one of the assessment tests provided below, obtaining a minimum grade of 5 points in each of them. Given the duration of the tests, students who take the overall assessment must have 5 hours (break not included) to take them from the official start time of the subject exam according to the official calendar.

The student must pass each and every one of the following evaluation tests that are detailed below with a minimum grade of 5.

Brief description and percentage of evaluation of the tests:

TEST 1: Exam. Students taking the comprehensive assessment will take the same exam with objective questions as the voluntary exam for students taking the continuous assessment. Same day, same hours, same guidelines. The exam, in all its parts, has a weight of 40% of the total mark. A minimum score of 5 is required to pass this part. With less than 5, no average is obtained, even if the rest of the tests are passed.

TEST 2. On the day of the official exam, the 3 works proposed by the teachers must be handed in. The set of proposed works has a weight of 30% of the total mark. It will be necessary to obtain a minimum average mark of 5 of the works to pass this part. The works must be delivered to the teacher by means of a Pendrive or any other procedure before taking the exam, so in order to take the exam it is essential that the teacher receive the 3 practices from the student in advance.

TEST 3. Once the exam is finished, and after the breaks between tests that are established by law, the student will preferably attend the classroom where the practical classes have been given, accompanied by the subject teacher, although this test can also be taken at any another space, both inside and outside the faculty. The student must take a practical test that will consist of taking the type of photographs that were taken in the practical classes of the continuous evaluation, where the solvency of the student will be seen in relation to the photographic technique: focus, exposure control, depth of field, composition, etc.) The test will have a maximum duration of 30 minutes from the start. The detail of the tasks to be carried out, the deadlines and the evaluation criteria will be explained to the student in the classroom. This test, as a whole, has a weight of 30% of the total mark. With less than 5, no average is obtained, even if the rest of the tests are passed.

Summary of the tests and percentage of overall evaluation of the set of tasks that this test entails:

□ Test 1 (P1): Exam. Evaluation of 40% of the total mark.

□ Test 2 (P2): Delivery of practical work. Evaluation of 30% of the total grade.

□ Test 3 (P3): Practice in the classroom. Evaluation of 30% of the total grade.

$P1(40\%) + P2(30\%) + P3(30\%) = 100\%$ of the mark

It is established once again that, in order to pass the subject, it is essential to pass all the tests (1, 2 and 3) in due time and form. With a grade lower than 5, no average will be taken from any of the tests, even if the rest of the tests are passed.

Therefore, the student must obtain a minimum grade of 5 in all the tests in order to pass the subject.

Other aspects to take into account

The materials for the study of the subject will be those uploaded to Moovi and the notes of the sessions taught in the classroom, both in theoretical and practical sessions. It is the responsibility of the student to know the information uploaded to Moovi and collect the notes and documentation not uploaded to Moovi that are subject to examination and/or explanations of the different assessment tests.

The teaching guide establishes the general focus of the subject but there could be more specific details about the general evaluation system that would be managed through the Moovi platform.

For everything not contemplated and/or expressly detailed in this guide, the indications of the Regulations for evaluation, qualification and teaching quality and the student learning process will be taken as a reference (Approved by the faculty on April 18, 2023). Available at: <https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

Sources of information

Basic Bibliography

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**, Lunwerg, 1997

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

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

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

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

CARROLL, Henry, **Lea este libro si desea tomar buenas fotografías**, Blume, 2017

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

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

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

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. Colección Photo Club, 2017

Complementary Bibliography

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

Recommendations

Subjects that continue the syllabus

Direction of Photography/P04G071V01205

Subjects that are recommended to be taken simultaneously

Communication: Audiovisual Documentation/P04G071V01107

Communication: Audiovisual Media Technologies/P04G071V01108

