



Module Handbook Photography



Bachelor of Visual Communication Design Program
Faculty of Creative Design and Digital Business
Institut Teknologi Sepuluh Nopember

Learning Outcomes Charged by the Course

Mohon untuk mengecek kurikulum yang lain juga pada pilihan di bawah ini (lalu klik **Tampilkan**). Kemudian mohon pastikan centang CPL telah sesuai dengan yang dibutuhkan oleh CPMK.

Curriculum: Kurikulum 2018 S-1 Desain Komunikasi Visual ▼

Show

No.	Description
<input checked="" type="checkbox"/> 1.	<p>Mampu menunjukkan sikap dan karakter yang mencerminkan ketakwaan kepada Tuhan YME, berbudi pekerti luhur, peka dan peduli terhadap masalah sosial dan lingkungan, menghargai perbedaan budaya dan kemajemukan, menjunjung tinggi penegakan hukum, mendahulukan kepentingan bangsa dan masyarakat luas, melalui inovasi, kreatifitas, dan potensi lain yang dimiliki.</p> <p><i>Capable of exemplifying attitudes and virtues indicative of a profound commitment to the divine, possessing noble character, demonstrating sensitivity to and concern for social and environmental issues, exhibiting respect for cultural diversity and pluralism, upholding the principles of law enforcement, and prioritizing the welfare of the nation and broader community. This is achieved through the application of innovation, creativity, and leveraging the inherent potential possessed by oneself and others.</i></p>

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2. Mampu mengkaji dan memanfaatkan ilmu pengetahuan dan teknologi dalam rangka mengaplikasikannya pada bidang keahlian desain komunikasi visual, serta mampu mengambil keputusan secara tepat dari hasil kerja sendiri maupun kerja kelompok melalui pemikiran logis, kritis, sistematis dan inovatif.
Proficient in the examination and application of scientific and technological principles for the enhancement of expertise in visual communication design. Capable of rendering judicious decisions based on individual and collaborative endeavors, employing logical, critical, systematic, and innovative thinking to interpret and utilize outcomes effectively.
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3. Mampu mengelola pembelajaran diri sendiri, dan mengembangkan diri sebagai pribadi pembelajar sepanjang hayat untuk bersaing ditingkat nasional, maupun internasional, dalam rangka berkontribusi nyata untuk menyelesaikan masalah dengan memperhatikan prinsip keberlanjutan.
Competent in self-directed learning management and committed to personal development as a lifelong learner, with the aim of remaining competitive at both national and international echelons. This pursuit is geared toward making substantive contributions to problem-solving endeavors, underscored by a dedicated adherence to sustainability principles.
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4. Mampu mengkaji dan mengaplikasikan teori dan prinsip desain komunikasi visual
Proficient in the examination and application of theories and principles within the realm of visual communication design.
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5. Mampu mengkaji dan mengaplikasikan ilmu dan media komunikasi
Competent in the exploration and application of knowledge about communication media.
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6. Mampu mengkaji dan mengaplikasikan ilmu sosial budaya yang terkait dengan desain komunikasi visual
Proficient in the examination and application of socio-cultural knowledge relevant to the field of visual communication design.
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7. Mampu mengkaji dan mengaplikasikan ilmu dan keterampilan menggambar, membuat sketsa, dan membuat prototipe
Competent in the examination and application of knowledge and skills in drawing, sketching, and prototyping.

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8. Mampu mengkaji dan mengaplikasikan kreatifitas dan design thinking
Proficient in the exploration and application of creativity and design thinking.
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9. Mampu mengkaji dan mengaplikasikan ilmu manajemen dan komunikasi marketing dalam bidang desain komunikasi visual
Competent in the examination and application of management and marketing communication knowledge within the domain of visual communication design.
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10. Mampu mengkaji dan mengaplikasikan ilmu riset desain untuk menghasilkan karya desain komunikasi visual yang komprehensif
Proficient in the exploration and application of design research knowledge to generate comprehensive visual communication design projects.
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11. Mampu mengkaji dan mengaplikasikan teknologi dan inovasi dalam desain komunikasi visual
Competent in the examination and application of technology and innovation within the context of visual communication design.

Course Learning Outcomes

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Curriculum: Kurikulum 2018 S-1 Desain Komunikasi Visual ▾ Show

Code	Description of CLO	Mapping of CLO to LO			Weight of CLO
		LO 1	LO 3	LO 6	
CLO-1	Mahasiswa mampu mengoperasikan alat dalam pemotretan secara benar dan tepat <i>Students are able to operate tools in shooting directly true and correct</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20%
CLO-2	Mahasiswa mampu menciptakan bentuk pencahayaan yang tepat dalam membuat foto <i>Students are able to create the right form of lighting in make photo</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20%

CLO-3	Mahasiswa mampu membuat objek foto dengan beragam karakter <i>Students are able to make photo objects with various characters</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20%
CLO-4	Mahasiswa mampu menerapkan hasil fotografinya ke dalam segala bentuk media <i>Students are able to apply their photographic results to everything media form</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20%
CLO-5	Mahasiswa mampu mempresentasikan karya fotografinya yang berkaitan dengan perancangan DKV <i>Students are able to present their photographic works related to the design of the DKV</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	20%
Total Weight		33%	50%	17%	100%

Name of Study Program	Visual Communication Design
Course Name	Photography
Code	DV184303
Semester	3
credits	4 / 6,4 ECTS
Lecturer	Bambang Mardiono

Study Materials	Photography	
Program Learning Outcome (PLO)	P. 1	draft theoretical about design (<i>Design Theory</i>) in a way general and at least one draft theorists design visual communication (<i>Ecological Theory, Constructivism, Semiotics, Gestalt Theory, Cognitive Theory, or Huxley - lester Model</i>) deep ;
	P.2	general concept of design history and culture and its meaning;
	P.3	concepts , principles , methods , and techniques application color , composition (nirmana), design process , photography , and computers graphics ;
	P. 6	methods and techniques drawing and graphics (technique printing);
	P.8	draft general , principles , and techniques communication effective ;
	KK. 4	capable communicate alternative prototype solution design visual communication _ independent or group in verbal , graphic , written and communicative forms with manual and digital techniques based on choice rule constant communication ; _ And
COURSE LEARNING OUTCOME (CLO)	M1	Student capable understand studies character object Photo
	M2	Student capable understand applied lighting (direct/indirect) in photo shoot
	M3	Student capable produce work photo that has draft
	M4	Student capable analyze work Photo applied

Week	Lesson Learning Outcome (LLO)	Comprehensive Coverage of Learning Materials	Learning Methods	Estimate Time	Student Learning Experience	Criteria and Indicator Evaluation	Weight [%]
1	Students understand the scope of the lecture and the application of assignments in the Photography course	Introduction (syllabus, objectives, assessment and lecture and studio rules)	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion	Students understand the lecture contract and the application of the learning system in photography MK	
2	Understanding of insight into the development of tools (photography) and its history (analog □ digital application)	<ul style="list-style-type: none"> Explanation of the history of the development of photography from black and white (analog) techniques, 	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students understand the history of the development of photography	

		<p>color to the development of the digital era</p> <ul style="list-style-type: none"> Understanding the essence and appreciation of photographic works 					
3	Knowledge of camera mechanisms (analog-digital)	<ul style="list-style-type: none"> Introduction to camera types Discussion of camera mechanisms and their use Projection and its application in media Introduction to various cameras, lenses used Scope of application of analog & digital images 	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students know about tools and materials in photography	
4	Understanding of shooting procedures	<ul style="list-style-type: none"> Image recording theory and lighting sensitivity Explanation of scope shutter, diaphragm Explanation of the direction/purpose of the photo shoot (Assignment) 	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students understand operational systems in photography – (body/lens on camera)	
5	Students are able to analyze the character of lighting	<ul style="list-style-type: none"> Joint analysis photo hunting results Knowledge of lighting sources 	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students can analyze the direction of natural	

	(natural light) optimally	<ul style="list-style-type: none"> ● Introduction to the nature of light ● Explanation of lighting effects 				lighting correctly	
6	Students are able to identify objects optimally in their application to the field of images (photos)	<ul style="list-style-type: none"> ● Joint analysis photo hunting results ● Knowledge material composition (color , shape , size) 	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students can carry out basic photography practices	
7	Understanding the quality of images in media	Filter system (improving image quality)	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students understand image quality	
8	UTS	theory & practice				test	
9	Students can identify objects in their application to the image field	Composition theory	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students know the function of composition in photography	
10	Basic understanding of artificial light	Analysis and theory about flash	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students know the use of light based on functions, patterns, properties	
11	Knowing the character of the object regarding its application with flash light	Apply manual-auto mode application (Portable flash system) □ Lighting theory and object dimensions	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students know the character of light for shooting applications	
12	Students understand the concept of shooting with studio lights	<ul style="list-style-type: none"> ▪ <i>Studio Light & equipment</i> ▪ Explanation of additional equipment and accessories to introduction of the resulting effects ▪ Filter system 	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussion Assignment	Students understand the procedures for modeling photo shoots in the studio (indoor)	
13	Understand applied still-life and digital	<ul style="list-style-type: none"> ▪ Scale of digital imaging applications 				Students understand the procedures for table	

	<i>imaging</i> □ <i>system layout</i>	<ul style="list-style-type: none"> ▪ <i>Still-life photography</i> (model & style) ▪ <i>Typography & layout</i> 				top photograph y in the studio (indoor)	
14	Students understand the preproduction process in multimedia applications	<ul style="list-style-type: none"> - Visual concept - Technical application of shooting (understanding camera movements) - Introduction to <i>software</i> / software 	Face to face Assistance Self-Study	TM = BT = BM =	Studying Discussi on Assignm ent	Students understand the applied application of media to photography	

REFERENCES

1. Denton, John & Adam D. (2012), *One Light Flash*, Ilex Press, UK.
2. Freeman, Michael. (2008), *Mastering Digital Photography*, Ilex Press, UK.
3. Graham Diprose & Jeff Robins. (2012), *Photography: The How Basics*, Thames & Hudson Ltd, UK.
4. Kelby, Scott. (2007), *The Digital Photography Book*, Peachpit Press.
5. McGovern, Thomas. (2003), *Alpha Teach Yourself Black and White Photography in 24 Hours or Learn Yourself in 24 hours Black and White Photography*, translated by Eko Armunanto. (2003), Andi Publishers, Yogyakarta.
6. Peterson, Bryan. (2011), *Understanding Flash Photography*, Amphoto Books, imprint of the Crown Publishing Group, NY.
7. Schuneman, R. Smith. (1972), *Photographic Communication*, Focal Press, London
8. Soedjono, Soeprapto. (2006), *Pot-Pourri Photography*, Univ Publishers. Trisakti, Jakarta.

Example of Test Description

Course : Photography
Department: BVCD

Semester: 3 **Code:** DV **Credits:** 4/ 6.4 ECTS
Lecturer: Yurif Setya D. & Bambang Mardiono

Outcomes :

- Students are able to photograph objects by utilizing natural lighting. Through the concept of triangle photography, students are able to apply basic photography techniques.
- Students are able to design object photography by utilizing artificial lighting. Students are able to retouch, edit the resulting photos and use them as photo material for product advertising posters.

Example of an Explanation Question

1. Make photographs with objects (choose: people/objects/animals) by utilizing natural lighting (sunlight). Make photographs using each basic photography technique: front light, side light, backlight, silhouette, panning, blurring, freezing, experiments (lens movement/other technical experiments).
2. Make a product photo advertisement (choose one: food/drinks/fruit/used products) with photography that utilizes artificial lighting (artificial light; continuous lamp/flash). Do retouching, editing on the resulting photos and use them as photo material for product advertising posters.

Example Answer:

1. Students photograph objects according to natural lighting and basic photography techniques.



Figure 1. Example of a natural lighting photo using basic photography techniques by Dynara Syavina

2. Students plan and design advertising photography using artificial lighting. Students edit the photos and make advertising posters using their respective photos.



Figure 2. Example of student work, advertising photography using artificial lighting by Felissha and Hanin AZ

Scoring Guidelines

Question: Create a photo of product advertisement (choose one: food/drinks/fruit/used products) with photography that utilizes artificial lighting (artificial light; continuous lamp/flash). Do retouching, editing on the resulting photos and use them as photo material for product advertising posters.

Indicator:

Students are able to design advertising photography by utilizing artificial lighting. Students are able to edit the photos and make advertising posters using their respective photos.

No	Assessment Components	Score
1	Photo lighting concept	30
2	Basic photo editing	20
3	Advertising editorial	30
4	The final result of the advertising photo	20
	Total score	100