

佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	商業攝影				
英文課程名稱 Course Name in English	Commercial Photography				
科目代碼 Course Code	PM240			班別 Degree	<input checked="" type="checkbox"/> 學士班 Undergraduate Program <input type="checkbox"/> 碩士班 Masters Program <input type="checkbox"/> 博士班 PhD Program
學分數 Credit	3	時數 Hour	3	修別 Type	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective <input type="checkbox"/> 學程 Program
學程別 Program	<input type="checkbox"/> 通識教育 General Education <input type="checkbox"/> 院基礎 Foundation <input type="checkbox"/> 跨領域 Interdisciplinary <input type="checkbox"/> 系核心 Core <input checked="" type="checkbox"/> 學系專業選修 Specialized Elective				
先修課程 prerequisite	攝影學 (Fundamental Photography)、數位影像設計(Digital Image Design)				
課程描述 Course Description					
The course is the advanced class of photography. By learning professional equipment in film studio and shooting skill with artificial light source; to cultivate students' basic capability of industrial and commercial photography; students are expected to shoot the works in the studio for commercial layout and images on webpage.					
課程目標 Course Objectives					
1. Be familiar with operation of equipment in film studio with correct use. 2. Details in image are editing by film editing software to increase quality of images and extend the industrial and commercial usage.					
教育目標 Education Objectives					
1	Cultivation of professional capability of products and media.				
2	Cultivation of design capability of cultural and creative industry.				
3	Cultivation of professional ethics and social concern.				
4	Aesthetic practice in life, live and career education.				
核心能力 (專業能力) Learning Outcomes (Basic Learning Outcomes)					課程目標與基本素養 與核心能力相關性 Correlation between Course Objectives and student Outcomes

A	Professional knowledge.	★
B	Design Technology.	★
C	Humanities.	★
D	Creative Thinking.	★
E	Information Technology.	◎
F	Communication and expression.	★

圖示說明：Illustration：★高度相關 Highly correlated ◎中度相關 Moderately correlated

課程綱要

Course Outline

Week	Course content: (Including the theme and the progress of instruction per week).	Remark
1	Description of course and introduction of commercial photography.	Study on relationship between photography and business.
2	Introduction of equipment in film studio.	Introduction of light and demonstration of still life shooting.
3	Operation of flashlight (1).	Single lamp shooting, Low Key works demonstration.
4	Operation of flashlight (2).	Reflection shooting .High Key works demonstration.
5	Operation of flashlight (3).	Shadowless cover shooting and demonstration of works of plain glass.
6	Operation of flashlight (4).	Honeycomb spotlight shooting and demonstration of works of mixed light.
7	The product photography demonstration(1).	The flash integrated operation exercises.
8	The product photography demonstration(2).	The flash integrated operation exercises.
9	Mid-term	
10	Portrait demonstration (1).	Control of lighting and atmosphere.
11	Portrait demonstration (2).	Operation of various types of lighting.
12	Demonstration of fluid shooting (1).	Use of high-speed camera shutter.
13	Demonstration of fluid shooting (2).	Matching between high-speed camera shutter and diaphragm.
14	Salute to masters and practice of masters' photographic techniques.	Analysis of the masters' lighting skills and use of lamps.
15	The photographers Works resolve (1).	Copying exercises.
16	The photographers Works resolve (2).	Copying exercises.
17	Review of student work.	The selection show works at the end.
18	End of the period on display.	The end of the period show a total review.

資源需求評估 (師資專長之聘任、儀器設備配合...等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

- Teachers of commercial photography must have the competence of on-site demonstration.
- Professional statistic and commercial film studio.
- Computer

課程要求及教學方式之建議

Course Requirements and Suggested Teaching Methods

- In order to cultivate professional design literacy, students must submit the assignments before deadline. The delayed submission will be counted as 0.
- Irregular calls in class; for cutting classes without specific reasons for at least 4 times, students will be obtain the credits from the course.

其他

Miscellaneous