



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

Semester S/2016

1. Course Code and Course Title: JM 372 Photography for Communication

2. Instructor's Name: Karntachat Raungratanaamporn

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Office Hour: Monday, Thursday and Friday 9.30-12.30

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3. Course Description:

Practical skills and knowledge in photography, focusing on photography with a purpose. Principles of digital camera usage, film processing, picture composition and lighting workshop.

4. Course Objectives:

This course's objective is to provide basic skills of photography alongside with how to design images that could communicate. Students must be able to use camera and understand how to create quality images with proper exposure or setting. Students will also learn how to communicate selected topic, theme or story through photography. The learning process will be a combination of theory – how to design photograph and practice – how to control camera to create communicated photograph.

5. Require Textbooks:

- Ingledew (2005), Photography, London: Laurence King Publishing.
- Ang (2008), Digital Photography Master Class, London: Dorling Kindersley Limited.
- Webb (2010), Basic Creative Photography – Design Principle, Lausanne: AVA Publishing SA.
- National Geographic (2009), Ultimate Field Guide to Photography, Washington: National Geographic Society
- Freeman (2007), Michael Freeman : The Photographer's eye, Oxford : Focal Press.
- Freeman (2011), Michael Freeman: The Photographer's Mind, Oxford: Focal Press.
- Freeman (2011), Michael Freeman: The Photographer's Vision, Oxford: Focal Press.
- Parkel (2006), Basics Photography: Composition, Lausanne: AVA Publishing SA

6. Grading:

In class Quiz	20
Final Project	30
Practice 1 – Portrait	10
Practice 2 – landscape	10
Practice 3 – Self-selected theme	10
Group Presentation	10
Participation	10
Total	100

7. Assessment :

Level	A	B+	B	C+	C	D+	D	F
Grade	79.5 - 100	74.5 - 79	69.5 - 74	64.5 - 69	59.5 - 64	54.5 - 59	49.5 - 54	0 - 49.5

8. Contents :

Week	Dates	Topics	Note
1	5 th June	Class first orientation Brief History of photography and basic camera control	Students required to bring camera to the class.
2	12 th June	Visual design – How to create and design an image in practical. Visual rhetoric, semiotics and how to convey message to the audience through image.	Group discussion and presentation.
3	19 th June	Genre of photography: General genres and practical genres. Digital darkroom – how to process RAW file	
4	26 th June	Flash lighting for small / portable studio set up Self-practice or small group project discussion	Students required to bring camera and computer with editing software to the class.
5	3 rd July	Editing and selecting images – make stronger set of images that could present concept better.	

		Ethic issue and copyright concern – how to protect our rights and other rights.	
6	10 th July	Self-practice or small group project discussion	
7	17 th July	Self-practice or small group project discussion	
8	24 th July	Final Project submission and presentation day and class summary	

9. Others (if any):

1. Students must submit practice images or project images with “digital photographic report”, a report that presents the concept progress and development of the practice /project as well as behind the scene images as evidence of self-working
2. Students must complete their assignments by themselves. DO NOT claim other's work as your own or let any person help set, direct or create your assignment images.
3. Students are also required to have digital camera that can shoot RAW file and computer with editing software.
