

AMID-12 WORKSHOP (PHOTOGRAPHY)

Course Overview:

The course is skill based and practical involving the development of fundamental and technical capabilities necessary for photography. It enables students to see things, analyze them and express them in a strong visual form.

Objectives of the course:

To develop a basic sense of visual perception for students through observation of composition, color and light interaction, shades and shadows and positive and negative space relationship. To develop competency in basic photographic techniques required for Interior Design.

Expected Skills / Knowledge Transferred:

The course prepares students to gain an understanding into the basic principles and techniques in using and handling photography necessary for the profession.

Course Contents: Unit – I:

Introduction to the basic principles of photography and photographic equipment Analog and digital photography. Types of cameras. Understanding of the camera, its various parts and controls. Lenses, sensors, scanners, shutter speeds and movement, focus and aperture, choice of exposure, changing focal length, flash and its control, light conditions, light compensation. Accessories - studio equipment, tripod, flashlight, lens filters, hood, adapters, grid screen, memory cards, batteries and rechargeable etc., use of fixed focal lenses, black and white negative films.

Unit – II

Techniques: Seeing and photographing, using the view finder, framing up, creating a point of emphasis, picking lighting conditions, pattern, texture and shape, color etc.,

Unit – III

Lighting in photography: quality and quantity, soft and hard, lighting direction, color temperature in camera meters, incident light meters, flash meters, using studio lights, number of lights, types of lights, tungsten, flash, fluorescent etc., proper accessories, reflectors, filters, shift lens, daylight, artificial light, mixed light, simple setups for adding light, multiple light sources etc.

Unit – IV

Digital photography : introduction to digital photography tools, different aspects of taking images, steps in image processing, editing techniques, sequencing, image manipulation using a computer, storage formats, printing

digital files, presentation of photographs.

Unit – V

Interior photography :Analysis of subject and content, perspective – vanishing points, distortion, converging verticals, usage of shift lens, camera position, picture format, image frame and composition – stationary surrounding objects, moving objects. Shooting parameters – shutter speed, aperture, light sensitivity, exposure, shadows and reflections.

Unit –VI

Close-up photography: Special equipment – macro lenses, extension tubes, close up lenses, wide angle lenses, fish eye, reflectors, tripods, ring flash, digital point and shoot cameras. Depth of field and aperture, creatively correct exposure, specific lighting, foreground and background framing, filling the frame horizontal vs. vertical, texture up close, final image.

•Reference Books:

- Scott Kelby, The Digital Photography Book, peach pit press, 1st edition, 2006.
- Tom Grimme & Michelle Grimme, the Basic Book of Photography, 5th ed., Plume, 2003. Eric Roth,
- Interior Photography: Lighting and Other Professional Techniques with Style, Am photo Books; illustrated edition, 2005
- Julius Shulman & Richard Neutra, Photographing Architecture and Interiors, Balcony Press, 1st edition, 2000.
- Michael Harris, Professional Interior Photography, Focal press publishers, third edition, 2003
- Philip Andrews & Michael Langford, Langford's starting photography: A guide to better pictures for film and digital camera users, Focal press publishers, 4th edition, 2005.
- John Freeman, Lighting for Interiors, Rotovision publishers, illustrated edition, 2002. Bryan Peterson,
- Understanding close-up photography: Creative close encounters with or without a macro lens, Amphoto Books publishers, illustrated edition, 2009.