2025   Summer

HUMA1154   **Photography** (3 credits)

Lecturer: Birdy Chu (Email: hmshun@ust.hk)
TA: Yin Law (Email: hmlcyin@ust.hk)
Location: Rm 2303, Lift 17-18
Time: Mon, Wed, Fri (Sat)

Course Schedule & Outline:

Week	Date	Topics	Briefly outline what this topic will cover
1	Jun 16 (Mon)	**Course Introduction** **Introduction of Photography** Mid Term sample (How to produce a photo project) .Research / Plan / Communication	Course briefing Eg, Contents / Assignments / Presentations
2	Jun 18 Wed)	Understanding camera & lens **. Visual Elements**	Usage of cameras & lens.
3+4	Jun **20**,21 (Fri +Sat)	**Outdoor Photo Trip** **Exploring: Framing / Exposure / Aperture…etc**	➢ Practical exercise ➢ Travel Photography
5	Jun 23	**Midterm 1 presentation**	Critique & Discussion
6	Jun 25	Midterm 1 presentation (Conti) **Midterm 2 briefing (Night of Hong Kong)**	
7	Jun **27**, 30	**Gallery Visit +** **Night Shoot Exercise (Tripod needed)**	
8	**July 2**	**Mid Term 2 Presentation** **Final Project Briefing**	Critique & Discussion
9	July 4	Mid Term 2 Presentation (Conti)	Critique & Discussion

11	July 7	Consultation / Gallery Exhibition	*Prepare all your ideas & plans
12	July 9	Final Project Presentations	
13	July 11	Final Project Presentations	

Contents may change according to the current situation.

Assignment Submission Policy

Late submissions will be penalized by 10% per day on the total mark the student has achieved in that assignment. Overdue more than one week will receive no mark.

1. Besides the regular ppt contents, **all photos should also display in a single page** at the last slide of the ppt.

2. Every file & the front page of the presentation should include **all members' full English name**.

3. **Selfie are needed** in all assignments if there are photos taking involved.

Study Materials

1. Richard Salkeld, Basics Creative Photography, Reading Photographs, Bloomsbury Publication Plc, 2014 (Chapter 6, Pg 144-170)
2. The workbook of photo techniques, John Hedgecoe, Boston: Focal Press, 1997
3. Imaging Identity Text, Mediality and Contemporary Visual Culture, Johannes Riquet, Martin Heusser, Palgrave Macmillan, 2019
4. Photography, ATV News & Public Affairs production. c2007 (Video)
5. Langford's advanced photography: the guide for aspiring photographers, Michael Langford, Elsevier/Focal Press, 2011
6. The photography reader, edited by Liz Wells. Routledge, 2003
7. Each wild idea: writing, photography, history. Geoffrey Batchen, Cambridge, Mass: MIT Press, c2001
8. A world history of photography, Naomi Rosenblum., New York : Abbeville Press, c1984
9. Photography, A Critical Introduction, Liz Wells, Routledge, 2009

Academic Honor Code

- You must observe and uphold the highest standards of academic integrity and honesty in all your work throughout your study program.
- As members of the University community, you have the responsibility to help maintain the academic reputation of HKUST in its academic endeavors.
- Sanctions will be imposed if you are found to have violated the regulations governing academic integrity and honesty.

- Regulations for Student Conduct and Academic Integrity (http://publish.ust.hk/acadreg/generalreg/index.html)

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Grading can refer to the Rubrics

Key Points:

1. **Quality of photos (Visual elements / Consistent tone & theme / Impact)**
2. **Overall project illustrated the theme with a reasonable approach and research.**
3. **Presentation skills & Format.**

Attitude is the most important element through the course.

Respect & professionalism (efforts can be reflected on your works)

Photography

HUMA1154

[3 Credits]

Name: Birdy Chu (Email: hmshun@ust.hk)

Office Hours: Appointments by email

TA: Law Chun Yin (Email: hmlcyin@ust.hk)

Course Description

This course provides an overview of the various forms of Photography, explores the relationship between visual communication and art. The course will examine the collaborative process between light and graphic, concepts and skills. The increasing influences of images and trends from visual media will also be discussed.

Intended Learning Outcomes (ILOs)

By the end of this course, students should be able to:

1. Understand the usage of camera and lens, skills of photography
2. Apply photographic styles, compositions, usage of light and visual elements
3. Analyze photos through case studies, and the influences in the society
4. Explain the taught concepts and apply analytical skills to photography in both oral and written format"
5. Develop a theme, interpret a concept by a series of photos

Assessment and Grading

This course will be assessed using criterion-referencing and grades will not be assigned using a curve. Detailed rubrics for each assignment are provided below, outlining the criteria used for evaluation.

Assessments:

Assessment Task	Contribution to Overall Course grade (%)	Due date
Mid-Term 1	25%	Week 4
Mid-Term 2	25%	Week 8
Final Project 1	20%	Week 12
Final Project 2	20%	Week 12

* Assessment marks for individual assessed tasks will be released within two weeks after students' presentations.

Mapping of Course ILOs to Assessment Tasks

Assessed Task	Mapped ILOs	Explanation
Mid-term 1	[ILO1, ILO2]	These tasks assess students' ability to explore the medium & skills (ILO 1), (ILO 2)
Mid-term 2	[ILO2, ILO4, ILO5]	The specific project aims at documenting the community, communicate and finding stories. ILO2, ILO4. Make a good photo selection with strong visual impact. ILO5
Final Projects 1+2	[ILO2, ILO3, ILO4, IL05]	Through photo project, presentation and photo book reviews assess students' ability to critically evaluate their set of body works. (ILO2, ILO3, ILO4, ILO5)

Grading Rubrics

[These rubrics clearly outline the criteria used for evaluation. Students can refer to these rubrics to understand how their work will be assessed.]

Criteria	Excellent	Good	Satisfactory	Fair	Fail
	>=85/100 A grade	>=70/100 B grade	>=55/100 C grade	>=40/100 D grade	<40/100 Fail
Photography skills:	Strong sense of "series" with rich storytelling contents, well-composed photographic shots showing a consistent theme and the decisiveness in timing.	A solid sense of "series" photo story with well-composed consistent theme. Diversified visual elements are applied.	Demonstrates some basic photo skills. Standard in compositions, and usage of visual elements on the artworks.	Fair works without much effort are found. A bit weak in overall visuals and a non-set selection.	Weak execution, lack of focus and styles, and poor photo quality selections.
Research/ documentary report	Sufficient information on the research topics, excellent points on analysing or comparing angles; reasonalble findings and relevant good writing skills.	Evidences of regular research works and solid findings of the research topics, some good points on documenting the issue and stories.	Basic attempts on researching, traces of observations and some analyzing angles are found.	Elementary research in related topics, but weak in overall writing.	Inadequate research support and weak learning progresses can be seen.

Course AI Policy

The use of Generative AI in project is NOT permitted.

Communication and Feedback

Assessment marks for individual assessed tasks will be communicated via Canvas within two weeks of presentations. Feedback on assignments will include comments on strengths and areas for improvement. **Students who have further questions about the feedback including marks should consult the instructor within five working days after the feedback is received.**

Camera Requirement

Students need to bring their <u>OWN</u> camera **(NOT smart phone)** to class, which need not to be a professional one, but it should be equipped with "**Manual mode**" in the shooting mode setting (e.g. M mode).

● *We learned through lectures, exercises, outdoor practice, demo, visits, project consultations, assignments critique and discussions.*

Academic Integrity

Students are expected to adhere to the university's academic integrity policy. Students are expected to uphold HKUST's Academic Honor Code and to maintain the highest standards of academic integrity. The University has zero tolerance of academic misconduct. Please refer to <u>Academic Integrity | HKUST – Academic Registry</u> for the University's definition of plagiarism and ways to avoid cheating and plagiarism.