**Department of Educational Sciences,
Mathematics and Creative Multimedia
Faculty of Education
Universiti Teknologi Malaysia
Skudai, Johor Darul Takzim**

COURSE/CODE : **VISUAL TECHNOLOGY PRODUCTION (MPT1483)**
SESSION   : **2013/2014-2**
PROGRAMME : **MPP (EDUCATIONAL TECHNOLOGY)**

INSTRUCTORS :   Name   :   **ASSOC PROF. DR. JAMALLUDIN HJ. HARUN**
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SYNOPSIS:

This course gives exposure on theories and skills of design and production of visual static media. Students will develop a complete package using the media. The aspect of computer integration will be emphasized in this course. Students will also evaluate the package that has been developed. The production of static media will focus more on photography and digital graphic fields in teaching. Variety of photography techniques, development of visual materials and image manipulation techniques will be focused in this course to produce excellent and qualified teaching materials. A prerequisite of this course is MPT 1203-Technology & Media Design.

LEARNING OUTCOMES:

At the end of the course, students should be able to:

No	Course Learning Outcome	Programme Outcome(s)	Assessment Method
1.	Explain the development of visual static production technology particularly the photography technology.	PO 1	F
2.	Apply the photography technologies and its' application in education	PO 3	F, PR
3.	Apply skills in producing visual static materials using several conventional ways and techniques to digital era	PO 3	PR
4.	Explain the basic techniques of manipulating images.	PO 1	F, PR
5.	Demonstrate the skills of manipulating images.	PO 3, LO1	PR, Pr

(T – Test ; PR – Project ; Q – Quiz; HW – Homework ; Pr – Presentation; F – Final Exam; R – Report)

WEEKLY SCHEDULE

WEEK	TOPICS	NOTES
1	• Course and syllabus explanation • Lecturer's & student's responsibilities • Assignments & project **Introduction to visual static visual technology** • Definition and Importance • Visual technology resources • Implication and usage in education **Instructor: Assoc. Prof. Dr. Jamalludin Harun**	Clarification of course syllabus, teaching and learning strategy, assignments and project guidelines.
2	**Basic Photography** • Types of camera • Choosing a digital camera • Camera Settings & Camera Modes • Media storage devices • File formats **Instructor: Assoc. Prof. Dr. Jamalludin Harun**	
3	**Digital Photography** • Digital camera and its controls • ISO • White Balance • Lenses • Photography equipment and accessories **Instructor: Assoc. Prof. Dr. Jamalludin Harun**	
4	**Photography and Light** • Exposure • Aperture • Shutter Speed **Instructor: Assoc. Prof. Dr. Jamalludin Harun**	
5	**Basic Shooting and Composition** • Basic shooting techniques • Fundamentals of composition • Creative Capture (focus, depth of field etc) **Instructor: Assoc. Prof. Dr. Jamalludin Harun**	
6	**Creative Capture & Composition – Try it yourself**	Outdoor Shooting

WEEK	TOPICS	NOTES
7	**Photography Techniques** • Studio • Potrait and Living • Landscape • Sports • Macro **Instructor: Assoc. Prof. Dr. Jamalludin Harun**	
Semester Break		
9	**Producing Analogue and Digital Images** • Changing Analogue to digital images • Two and Three Dimension images • Text production in Graphic formats • Producing digital image by drawing • Producing digital image album **Instructor: Dr. Nurbiha A Shukor**	
10	**Manipulating Image Digitally – Part 1** • Image Transformation; rotate, schewed, crop etc. • Using Hue/Saturation • Modifying image color • Modifying image lighting **Instructor: Dr. Nurbiha A Shukor**	
11	**Manipulating Image Digitally – Part 2** • Producing Image Borders • Intergarating Techniques: Speed and Time effect • Combining Images (realistic & fantasy) • Special effect and Panoramic **Instructor: Dr. Nurbiha A Shukor**	
12	**Visual Technology for Dessimination** • Image Technology for Printing • Image Technology for CD-ROM • Image Technology for Web • Producing Images for Printing, CD-ROM and Web **Instructor: Dr. Nurbiha A Shukor**	
13	**Production of Static-visual Product** • Brochures and Phamplets • Posters and Pendant • Banners and etc **Instructor: Dr. Nurbiha A Shukor**	

WEEK	TOPICS	NOTES
14	**Process and Technology of Visual Printing** • Printing Technology • Technique and Process of Printing • Digital Printing • Choosing media for Printing **Instructor: Dr. Nurbiha A Shukor**	
15	**Project Presentation**	

ASSESSMENT

Students will be assessed based on the following criterion:

TYPE	STATUS	PERCENTANGE(%)
Photography		
Assignment 1 - Basic Composition	Individual & Group	10
Assignment 2 - Creative Capture	Individual	10
Photography - Class Activity	Group	5
e-Porfolio	Individual	5
Digital Images		
Assignment 3 - Image Manipulation	Individual	10
Assignment 4 - Graphics Design	Group	15
Project Presentation	Individual & Group	5
Final exam	Individual	40
Total		**100**

Note:

• Instructor has the right to make any immediate amendment in order to fulfill course requirements.
• All information about assignment/project will be announced later in the class.

REFERENCES :

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2. Busch, B.D. (2005). Adobe Photoshop CS2: Photographers' Guide. Boston: Thomson Course Technology.
3. Busch, B.D. (2006). Digital Photography All-In-One Desk Reference for Dummies (3rd edition). NJ: Wiley Publishing
4. Ellis, J. (2005). Digital Photography. Leicester : Silverdale Books

5. Kelby, S. (2007). The Adobe Photoshop CS3 book for digital photographers. New Riders.
6. King, J.A. (2006). Digital Photography Before and After Makeovers. NJ : Wiley Publishing
7. Jamalludin Harun & Zaidatun Tasir (2006). Teknologi dan Rekabentuk Grafik Digital. Kuala Lumpur: Venton Publishing.
8. Perkins, C. (2009). Adobe Photoshop CS4. McGraw Hill: USA.
9. Seegmiller, D. (2003). Digital Character Design and Painting . USA: Charles River Media
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12. Weinmann, E. & Lourekas, P. (2008). Photoshop CS3. USA : Peachpit Press
13. Willmore, B. (2006). Adobe Photoshop CS2 Studio Techniques. Berkeley: Peachpit Press