

Photography and Cinematography Techniques

Course Teaching Plan

(Designed Based on OBE Concepts)

Academic Year: 2023-2024, **Semester:** Second Semester

Course Title: Photography and Cinematography Techniques

Class: E23Z19

Instructor: Zhu Yifei

Primary Author: Zhu Yifei

Course Director: Zhu Yifei

Program Review: Nie Fankai

Academic Dean Review: Hou Ting

School Dean Approval: Gong Chengwei

Prepared by the Academic Affairs Office. Effective from March 2024.

Basic Course Information

- **Course Code:** EZ50301
- **Course Title:** Photography and Cinematography Techniques
- **Credits:** 4
- **Major:** Digital Media Art and Design

Course Description (50-100 words):

This course helps students understand the principles of visual design in cinematography and the fundamental principles of photography. Students will learn to operate various equipment, such as cameras, camcorders, and smartphones, and adjust key parameters like aperture, shutter speed, and ISO to affect image quality. They will also gain skills in basic shooting techniques for film and television and improve their ability to handle shot composition in animation production.

Prerequisite Courses (List in Order):

Course Code	Course Title	Key Concepts, Principles, and Skills Related to this Course
EZ50301	Photography and Cinematography Techniques	Understanding basic principles and skills of visual design in cinematography, proficient use of cameras, camcorders, and smartphones for capturing photos and videos. Learn fundamental techniques for static and dynamic image capture and shot composition.

Analysis of Course Objectives and Core Professional Competency Requirements

Course Learning Objectives	Related Core Competency
1.1 Master the basic principles and skills of cinematographic design	A-2
1.2 Be proficient in using cameras, camcorders, and smartphones to shoot photos and videos	D-1
2.1 Learn to use basic techniques for shooting static and dynamic images and composing shots	D-1
2.2 Master the use of dynamic shots	D-2
3.1 Develop critical thinking and sustainable development abilities	E-2

Core Professional Competencies:

- A: Ethical Standards
- B: Responsibility and Care
- C: Professional Skills
- D: Practical Innovation
- E: Collaboration and Development
- F: Patriotism and Cultural Identity

Competency Levels (Bloom's Taxonomy):

- (1) Remembering, (2) Understanding, (3) Applying, (4) Analyzing, (5) Evaluating, (6) Creating

Note: The notation "A-2" in the "Related Core Competency" column means "A" represents core competency A (Ethical Standards), and "2" represents the understanding level of competency. This applies similarly to other competencies.

Part 1: Core Course Content and Alignment with Objectives

Part 2: Course Teaching Plan

- **School:** School of Art and Design
- **Instructor:** Zhu Yifei
- **Course Type:** Core Foundation Course
- **Teaching Language:** Chinese
- **Offered Semester:** 2023-2024 Academic Year, Second Semester

Additional Course Objectives (Supplementing Part 1 Objectives):

Students will master the principles of photography, enhance their understanding of aesthetic principles, and improve their creative and design capabilities.

Course Content Outline, Teaching Strategies, and Evaluation Methods

Course Content	Teaching Strategies	Evaluation Methods
Chapter 1: Cinematic Presentation Forms	Lecture, Image Sharing	Classroom Q&A, Homework
Chapter 2: Visual Elements in Cinematography	Lecture, Demonstration	Classroom Q&A, Homework
Chapter 3: Static Shot Techniques	Lecture, Demonstration	Classroom Q&A, Homework
Chapter 4: Dynamic Cinematography Techniques	Lecture, Demonstration	Classroom Q&A, Homework

Textbook (Title, Author, Publisher):

- "Fundamentals of Photography" by Zhang Xiaoyu, Lin Dan, China Information Industry Publishing Group

Reference Materials (Title, Author, Publisher):

- "Photography Aesthetics: Practical Interpretation of Composition, Lighting, and Color" by Zheng Zhiqiang, China Information Industry Publishing Group

Online MOOC Links: Tencent Classroom, YunBanKe

Teaching Schedule and Content (Week, Unit Titles and Content, Homework/Exam Progress, Notes)

Week	Teaching Content	Homework/Exam Progress	Integration of Ideological Content	Remarks (Supplementary Reading)
2	Students not yet in school	Research relevant materials	Foster firm ideological beliefs and develop both moral and technical skills.	Blue Ink Cloud Resource Bank
3	1. Cinematic Presentation Forms	Thematic Creation	Foster firm ideological beliefs and develop both	Blue Ink Cloud Resource Bank

Week	Teaching Content	Homework/Exam Progress	Integration of Ideological Content	Remarks (Supplementary Reading)
			moral and technical skills.	
6	2. Visual Elements in Cinematography	Thematic Creation	Foster firm ideological beliefs and develop both moral and technical skills.	Blue Ink Cloud Resource Bank
12	3. Static Shot Techniques	Thematic Creation	Foster firm ideological beliefs and develop both moral and technical skills.	Blue Ink Cloud Resource Bank
16	4. Dynamic Cinematography Techniques	Thematic Creation	Foster firm ideological beliefs and develop both moral and technical skills.	Blue Ink Cloud Resource Bank
18	5. Light and Color in Cinematography	Thematic Creation	Foster firm ideological beliefs and develop both moral and technical skills.	Blue Ink Cloud Resource Bank