

COURSE DETAIL

COMMERCIAL PHOTOGRAPHY

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies

UCEAP Course Number

117

UCEAP Course Suffix**UCEAP Official Title**

COMMERCIAL PHOTOGRAPHY

UCEAP Transcript Title

COMMERCIAL PHOTO

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Through the teaching of commercial photography related knowledge, as well as a large number of practical photography practice, students can master the basic commercial photography shooting skills, and the ability to carry out and produce creative ideas by means of photography, and finally have the ability and methods to complete the complete commercial visual image production.

This course is guided by commercial photography practice. Based on the study of basic shooting techniques and photographic equipment, three parts of photography training are carried out:

1. Street photography, which mainly trains students' observation ability and capture skills in specific environment, and completes photography works with aesthetic feeling and interest;
2. Advertising photography, mainly carried out in the studio, including shooting scheme planning, visual creativity and placement skills, has the ability to execute a complete set of advertising photography works;
3. Public relations photography, combined with the technique of snapshot and shooting, can fully shoot and present the images of specific commercial activities, marketing events, and characters. The three parts are organically combined to form a relatively integrated commercial photography system.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130300

Host Institution Course Title

COMMERCIAL PHOTOGRAPHY

Host Institution Campus

Host Institution Faculty

Huaqiang LI

Host Institution Degree

Host Institution Department

School of Journalism

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