

3S_FO_GRA_Photography and digital imaging 2

Qualification: Degree in Higher Artistic Education in Design in the specialties of graphic design, design interior design, fashion design and product design.

Subject: Technology applied to graphic design

Type: Mandatory Training graphic design

Credits: 4 ECTS

Total hours: 100h

Course: 2

Hours/week: 6.3 hours

Semester: 3r

Face-to-face hours/week: 3h

Language in which it is taught: Catalan / Spanish

Self-employed hours/week: 3.3h

Prerequisites: It is recommended to have passed the subject Photography and Digital Image 1. Knowledge of photography and camera control is necessary, as well as basic knowledge of working with image processing and editing programs (Camera RAW, Lightroom, Photoshop and Free Software).

1. Presentation of the subject

Photography is a very important element in visual communication and, at the same time, the most used medium to publicize the results of any creative process. That is why the subject deals with the relationship between photography and design from two perspectives: as a resource incorporated into the design process itself and as a tool to document and disseminate, through different channels, the results of any design work.

The majority of this course, which is essentially practical, takes place in the photographic studio where students, using specific equipment, will learn techniques for taking photographs, accurately measuring light, controlling studio flashes and shaping light using a range of accessories. They will also delve into image processing with editing programs and incorporate the principles of color management.

2. Course contents

Introduction to studio lighting. Introduction to color management.

Photometry.

Studio lighting applied to portraiture. Studio lighting applied to still life. Close-up photography.

Digital image processing with professional software (Camera RAW, Lightroom, Photoshop and Free Software).

Photographic reproduction techniques for small-sized graphic and volumetric works.

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3. Skills worked on in the subject(Real Decret 633/2010)

Transversal skills		Subject	Subject
CT-03	Solve problems and make decisions that meet the objectives of the work being carried out.	X	X
CT-12	Adapt, in conditions of competitiveness, to cultural, social and artistic changes and to the advances that occur in the professional field and select the appropriate continuing education courses.	X	X

General skills		Subject	Subject
CG-04	Have a scientific view on the perception and behavior of form, matter, space, movement and color.	X	X
CG-10	Be able to adapt to changes and industrial technological evolution.	X	X
CG-15	Know processes and materials and coordinate your own intervention with other professionals, according to sequences and degrees of compatibility.	X	X

Specific Graphic Design skills		Subject	Subject
GRA-08	Know the channels that support visual communication and use them according to the project's communication objectives.	X	X
GRA-11	Master the technological resources of visual communication.	X	X
GRA-12	Master digital technology for processing images, texts and sounds.	X	X

4. Learning outcomes

RA	Description of the learning outcome	Skills
RA1	Use accessories for close-up photography appropriately.	GRA-08-11-1 2CT-03
RA2	Identify aspects of the behavior of light derived from its physical properties and characteristics and apply its principles to studio lighting work.	GRA-11-1 2CG-04
RA3	Properly handle the handheld photometer to measure incident and reflected light.	GRA-11
RA4	Interpret photometer measurements and histogram data to determine camera exposure parameters.	GRA-11-12
RA5	Manipulate studio flashes and accessories to shape and control light according to the needs of the shot.	GRA-11-12
RA6	Develop and process images in Photoshop.	GRA-08-11-12
RA7	Adapt the characteristics of the images, both when taking them and in subsequent digital processing, to the requirements of the graphic application for which they are intended.	GRA-11-1 2CG-10
RA8	Produce series of images adapted to the requirements of the main platforms for disseminating online work dossiers.	GRA-08-11-1 2CG-15
RA9	Incorporate the principles of color management into the development and processing of images.	GRA-11-1 2CT-12
RA10	Adapt output files according to the purpose of the images.	GRA-08-1 2CT-03

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5. Teaching methodologies of the subject

Code	Typology	Description	Apply
MD1	Conference and/or master class	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.	x
MD4	Tests and/or exams	Formal and structured activity to collect evidence on the degree of achievement of knowledge, skills or competencies by students. This can be written, oral or practical and includes a variety of formats: questionnaires, problems, open questions, practical exercises, etc.	x
MD5	Workshops and/or internships	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience and/or the transfer of theoretical knowledge to real or simulated situations.	x
MD6	Presentations and/or defenses	Publicly presenting the results of a work, project or research in front of an audience.	x
MD7	Case study	Analysis of situations or problems within the specialty with the aim of reflecting, analyzing and discussing different intervention or solution proposals through examples or references.	x
MD8	Project work	Project or problem based on the real or professional world that needs to be solved independently or in a group.	x
MD9	Guided practice	The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives active feedback during the practice.	x
MD10	Flipped classroom	Transfer part of the theoretical learning outside the classroom, through online materials or resources prepared by the teacher, to dedicate face-to-face time to practical, participatory activities and knowledge application.	x
MD11	Collaborative work	Joint construction of knowledge through interaction and collaboration between students. The teacher has a guiding and dynamizing role.	x
MD13	Role-playing games	Role play with the aim of illustrating a situation and the different points of view on it.	x

6. Training activities of the subject

Code	Description	Duration	Percentage
AF1	Close-up photography for the representation of concepts.	2 -3 weeks	10-30%
AF2	Lighting with studio flashes and/or reportage flashes.	3- 4 weeks	10-30%
AF3	Lighting applied to the portrait.	5-6 weeks	10-30%
AF4	Lighting techniques for objects of different materials and properties. Creation of still lifes for graphic applications.	4-5 weeks	10-30%

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7. Evaluation systems

Due to their typology and educational program, all subjects in the ESDAPC undergraduate design studies include continuous assessment as a procedure to regulate and qualify the learning achieved by students during the semester.

In the event of not achieving the level of sufficiency in the evaluation activities within the closing milestones set out in the subject's schedule, the activities not passed may be corrected and/or completed within the recovery procedure defined by the teaching staff in their schedule.

7.1. Continuous evaluation

General evaluation criteria

The ESDAPC sets some **general evaluation criteria** which are common to all teaching guides, without prejudice to the specific evaluation and grading criteria of each subject:

- Subject grading: A weighted average of the grades obtained in each of the training activities will be made in accordance with the percentages described in the teaching guide and classroom schedule. Passing the subject, within the continuous assessment process, will be achieved with a minimum grade of 5 (Passed). In the event of not reaching the level of sufficiency, the failed assessment activities can be corrected and/or completed within the recovery procedure within the continuous assessment that the teaching staff defines in their classroom schedule.
- Class attendance is essential in order to guarantee that learning is progressive, flexible and allows feedback and adjustments in its achievement within the continuous assessment. For this reason, class attendance is mandatory. The teaching staff establishes mechanisms to monitor it. Students who do not attend a minimum of 80% of the face-to-face hours of the subject lose the right to continuous assessment and may present for retake. In cases of serious absenteeism, with attendance of less than 60% of the face-to-face hours of the subject, the student will obtain a grade of "Not Presented".
- The ability to organize and plan tasks is part of the learning outcomes that students must achieve within the training process, therefore the submissions of the evaluation activities must comply with the deadlines, format and contents defined in the activity statement in order to be qualified. Activities submitted outside the deadline, format and/or minimum contents will be considered outside the continuous evaluation process, will not be evaluated within it and may be resubmitted as recovery.
- In the event of a submission or exam coinciding with a force majeure situation, students may request to submit an activity after the deadline or repeat an exam, without being considered out of continuous assessment. This submission or exam will be carried out according to the conditions and calendar determined by the teaching staff.
 - Force majeure means: serious illness or temporary disability (hospitalization) of the student or a first-degree relative, coincidence with an official exam

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language level or driving license, inexcusable duties towards the administration or death of a first or second degree relative. It must be requested in an argued and justified manner in the form of [generic application](#), addressed to the campus management, and must necessarily include the original with a stamp of the document proving the major cause alleged.

- The evaluation process is based on the student's personal work and presupposes the authenticity of the authorship and originality of the exercises carried out. Any act of copying and/or plagiarism or irregular use of Artificial Intelligence (AI) will result in the immediate and irrevocable suspension of the assessable activity, without the right to recovery.

However, and without contradicting these general criteria, each teacher may define other specific complementary conditions, which are included in this teaching guide.

These complementary conditions cannot in any case result in a penalty or limitation of the qualification of an activity, nor the loss of the right to recover an activity.

Specific evaluation criteria within continuous evaluation

Memory 10%

Conceptual and formal quality of the memory

Formal and aesthetic quality 40%

Composition and aesthetics.

(R.A. 8) Technical quality 50%

Technical control. (R.A. 1) (R.A. 3)

Lighting control. (R.A. 2) (R.A. 5) Light

measurement control. (R.A. 4)

Image processing and post-production. (R.A. 6) (R.A. 9)

Publication quality 10%

Adequacy of the publication according to requirements. (R.A. 7) (R.A. 10)

Evaluation instruments within continuous evaluation

Rubrics.

Written tests / practical tests.

Questionnaires.

Application exercises.

Individual and/or group feedback: written or oral.

Monitoring reports.

Direct observations.

Observation records.

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Self-assessment.

Co-evaluation.

7.2. Recovery

General recovery criteria

The ESDAPC sets general recovery criteria that are common to all teaching guides, without prejudice to the specific evaluation and grading criteria of each subject:

- The ESDAPC provides for a single recovery per activity. The recovery of suspended activities will be done within the deadlines defined by the teachers in their classroom schedule within the same semester. In the event that the teachers have not established a recovery calendar, students may submit the recovery activities during the last school week of the semester.

Specific recovery criteria within continuous assessment

The same specific evaluation criteria are maintained as in continuous evaluation.

Formal and aesthetic quality 40%

Composition and aesthetics.

(R.A. 8)

Technical quality 50%

Technical control. (R.A. 1) (R.A. 3)

Lighting control. (R.A. 2) (R.A. 5) Light

measurement control. (R.A. 4)

Image processing and post-production. (R.A. 6) (R.A. 9)

Publication quality 10%

Adequacy of the publication according to requirements. (R.A. 7) (R.A. 10)

Resubmit the activity(ies) duly corrected or improved.

Students who wish to increase their grade, considering that they can also lower it, must resubmit the activity during the make-up week established in the ESDAPC calendar. It should be noted that the grade that will count will be the one obtained upon submission of the improved activity, whether it is higher or lower than the initial one.

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Specific recovery criteria outside of continuous assessment

The same specific evaluation criteria are maintained as in continuous evaluation.

Formal and aesthetic quality 40%

Composition and aesthetics.

(R.A. 8)

Technical quality 50%

Technical control. (R.A. 1) (R.A. 3)

Lighting control. (R.A. 2) (R.A. 5)

Light measurement control. (R.A. 4)

Image processing and post-production. (R.A. 6) (R.A. 9)

Publication quality 10%

Adequacy of the publication according to requirements. (R.A. 7) (R.A. 10)

Subject recovery instruments outside of continuous assessment

- Submission of pending activities. (Application exercises)
- Theoretical and practical test. (*Written/practical tests*)

Passing the theoretical and practical test is an essential condition to be able to opt for the correction of pending activities. Thus, failing the test implies failing the subject.

8. Educational care within the framework of an inclusive education system

This Teaching Guide takes into account educational care within the framework of an inclusive educational system that includes two reference frames that support it:

- MISU: Universal Measures and Supports to promote personal and social development in equity and equality.
- DUA: Universal Learning Design, which allows flexible learning situations to be created based on a design that detects and minimizes the barriers of the context, from the beginning, and that considers variability.

However, to ensure freedom of thought and opportunities in relation to the gender perspective, a co-educational dynamic is carried out that avoids the predisposition of differential treatment, role attributions or assumptions of abilities determined by gender.

The MISU and DUA will be applied to all ESDAPC students. Those students in need of additional measures and support will be included through an Individualized Support Plan.

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9. Copying, plagiarism, and academic honesty

From a legal point of view, plagiarism is an infringement of copyright.

The ESDAPC NOFC describes in section 5.4 irregular conduct in the evaluation procedure, which includes copying or plagiarism in any academic activity.

10. Use of Artificial Intelligence (AI)

The ESDAPC recognizes the value of Artificial Intelligence (AI) in the educational field, while highlighting the risks it entails if it is not used ethically, critically and responsibly. The use of AI in the teaching and evaluation context is governed by the principles, criteria and recommendations established in the ESDAPC Guide to the Ethical and Responsible Use of Artificial Intelligence, which constitutes the institutional reference document in this matter.

In this sense, in each assessment activity, students will be informed about the AI tools and resources that can be used and under what conditions, recommending their use as an assistance tool during the research, analysis or conceptual exploration process, but not as a replacement for their own work or professional judgment.

For their part, students undertake to follow the instructions of the ESDAPC when carrying out the assessment activities, as well as the criteria included in the Guide for the Ethical and Responsible Use of AI. Within this framework, students must transparently cite the AI tools used and explicitly identify texts, images or other content generated with AI systems, which may not be presented as their own production.

Misuse of Artificial Intelligence can seriously affect the evaluation of assessment activities. In case of doubt, it is recommended that students consult the teacher responsible for the subject before submitting.

The specifics of the use of Artificial Intelligence in each subject—including the authorized tools, conditions of use and associated evaluation criteria— will be defined in the classroom programming, where teachers will contextualize the Teaching Guide and the Guide for the Ethical and Responsible Use of AI based on the objectives, skills and methodologies of the subject.

In all cases, students are responsible for any possible errors, omissions or biases that may be generated by the Artificial Intelligence used in the work process.

11. Sources of information and babysitting resources

Basic bibliography

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Reference bibliography and other resources

HUNTER, F.; BIVER, S. and FUQUA, P. (2007). Lighting in Photography. Anaya Publishers. Madrid.

PRÄKEL, D. (2014). Lighting. Blume Publishers. Barcelona.

PRÄKEL, D (2012). The exhibition. Ed. Blume. Barcelona.

FERNÁNDEZ, J.A. (2015). Without fear of portraiture. J de J editors. Foto Ruta Collection. Madrid.

FERNÁNDEZ, J.A. (2015). Without fear of flash. J de J editors. Foto Ruta Collection. Madrid.

[Extreme macro photography: what you don't see, doesn't exist. Article by Sergi Gomez in Cultura Conectada \(June 15\) 2018](#)

Audiovisuals

[Youtube channel of photographer Fran Nieto](#)

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12. Content blocks

ACTIVITY 1	Duration: 2 - 3 weeks	Weighting: 10 - 30%
Description of the activity		
Close-up photography for the representation of concepts. Practical work.		
Contents		
Close-up photography.		
Representation of concepts through photographic language.		
Skills		
GT-03	Solve problems and make decisions that meet the objectives of the work being carried out.	
CG-04	Have a scientific view on the perception and behavior of form, matter, space, movement and color.	
Applied teaching methodologies		
MD5	Workshops and/or practices	
MD6	Presentations and/or defenses	
MD9	Guided practice	
Learning outcomes		
RA1	Use accessories for close-up photography appropriately.	
RA3	Properly handle the handheld photometer to measure incident and reflected light.	
RA4	Interpret photometer measurements and histogram data to determine camera exposure parameters.	
Continuous evaluation		
Specific evaluation criteria within continuous evaluation		
Control in the use of approach accessories. (10% - 20%) The level of representation of the chosen concepts. (10% - 20%)		
The application of criteria (both in the taking and in the development and subsequent treatment of the images) that favor the best representation of the concepts. (10% - 20%)		
The application of criteria that favor the homogeneity of the series. (10% - 20%) The organization of information and presentation of the report. (10% - 20%)		

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Evaluation instruments within continuous evaluation

Rubrics.
Written tests / practical tests Questionnaires.
Application exercises.
Individual and/or group feedback: written or oral.
Direct observations.
Self-assessment.
Co-evaluation

Specific recovery criteria within continuous assessment

Control over the use of approach accessories. (10% - 20%)
The level of representation of the chosen concepts. (10% - 20%)
The application of criteria (both in the taking and in the development and subsequent treatment of the images) that favor the best representation of the concepts. (10% - 20%)
The application of criteria that favor the homogeneity of the series. (10% - 20%)
The organization of information and presentation of the report. (10% - 20%)

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

Control in the use of approach accessories. (10% - 20%) The level of representation of the chosen concepts. (10% - 20%)
The application of criteria (both in the taking and in the development and subsequent treatment of the images) that favor the best representation of the concepts. (10% - 20%)
The application of criteria that favor the homogeneity of the series. (10% - 20%) The organization of information and presentation of the report. (10% - 20%)

Recovery instruments outside of continuous assessment

Rubrics
Application exercises
Trial theoretical-practical

Improvement or repetition of suspended activities
Submission of all activities carried out during the semester Complementary theoretical and practical test of competence achievement
In order to retake the subject, it will be necessary to take and PASS an extraordinary retake test and/or a theoretical exam, as deemed appropriate.

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ACTIVITY 2	Duration: 3 - 4 weeks	Weighting: 10 - 30%
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Description of the activity

Lighting with studio flashes and/or reportage flashes.

Series of shooting exercises to work on the principles of lighting with studio flashes and/or reportage flashes.

Contents

Introduction to studio lighting.

Photometry.

Digital image processing with professional software (Camera RAW, Lightroom, Photoshop and Free Software).

Skills

GRA-08	Know the channels that support visual communication and use them according to the objectives of project communication.
GRA-11	
GRA12	Master the technological resources of visual communication.
CG-04	Master digital technology for processing images, texts and sounds. Have a scientific vision on the perception and behavior of form, matter, space, movement and color.

Applied teaching methodologies

MD1	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver. Formal and structured activity to collect evidence on the degree of achievement of knowledge, skills or competences by the students. This can be written, oral or practical and includes a variety of formats: questionnaires, problems, open questions, practical exercises, etc.
MD4	
MD5	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience and/or the transfer of theoretical knowledge to real or simulated situations.
MD6	Publicly presenting the results of a work, project or research in front of an audience.
MD7	Analysis of situations or problems within the specialty with the aim of reflecting, analyzing and discussing different intervention or solution proposals through examples or references.
MD8	A project or problem based on the real world or professional world that must be solved independently or in a group. The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives active feedback during the practice.
MD9	
MD11	Joint construction of knowledge through interaction and collaboration between students. The teacher has a guiding and dynamizing role.

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Learning outcomes

RA2	Identify aspects of the behavior of light derived from its physical properties and characteristics and apply its principles to studio lighting work.
RA3	Properly handle the handheld photometer to measure incident and reflected light.
RA4	Interpret photometer measurements and histogram data to determine camera exposure parameters.
RA6	Develop and process images in Photoshop.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

Control over the use of and lighting with studio flashes and/or reportage flashes. (50% - 70%)
The application of criteria that favor the homogeneity of the series. (10% - 30%)
The organization of information and presentation of the report. (10% - 30%)

Evaluation instruments within continuous evaluation

Rubrics.
Written tests / practical tests
Questionnaires.
Application exercises.
Individual and/or group feedback: written or oral. Direct observations.
Self-assessment.
Co-evaluation.

Specific recovery criteria within continuous assessment

Control over the use of and lighting with studio flashes and/or reportage flashes. (50% - 70%)
The application of criteria that favor the homogeneity of the series. (10% - 30%)
The organization of information and presentation of the report. (10% - 30%)

Improvement or repetition of suspended activities.

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

Control over the use of and lighting with studio flashes and/or reportage flashes. (50% - 70%)
The application of criteria that favor the homogeneity of the series. (10% - 30%)
The organization of information and presentation of the report. (10% - 30%)

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Recovery instruments outside of continuous assessment

Rubrics.

Application exercises.

Theoretical-practical test.

Improvement or repetition of suspended activities

Submission of all activities carried out during the semester. Complementary theoretical and practical test of achievement of skills.

In order to retake the subject, it will be necessary to take and PASS an extraordinary retake test and/or a theoretical exam, as deemed appropriate.

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ACTIVITY 3	Duration: 5 - 6 weeks	Weighting: 10 - 30%
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Description of the activity

Lighting applied to the portrait.

Series of exercises to work on lighting applied to portraits.

Preparation of a practical assignment. Commissioning of portrait images for a graphic application.

Practical evaluation test. (Optional).

Contents

Studio lighting applied to portraiture.

Color management.

Photometry.

Digital image processing with professional software (Camera RAW, Lightroom, Photoshop and Free Software).

Skills

CT-03	Solve problems and make decisions that meet the objectives of the work you do.
GRA-08	Know the channels that support visual communication and use them according to the project's communication objectives.
GRA-11	
GRA12	Master the technological resources of visual communication.
	Master digital technology for processing images, texts and sounds.

Applied teaching methodologies

MD1	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver. Formal and structured activity to collect evidence on the degree of achievement of knowledge, skills or competences by the students. This can be written, oral or practical and includes a variety of formats: questionnaires, problems, open questions, practical exercises, etc.
MD4	
MD5	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience and/or the transfer of theoretical knowledge to real or simulated situations.
MD6	Publicly presenting the results of a work, project or research in front of an audience.
MD7	Analysis of situations or problems within the specialty with the aim of reflecting, analyzing and discussing different intervention or solution proposals through examples or references.
MD8	A project or problem based on the real world or professional world that must be solved independently or in a group. The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives active feedback during the practice.
MD9	
MD11	Joint construction of knowledge through interaction and collaboration between students. The teacher has a guiding and dynamizing role.

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Learning outcomes

RA4	Interpret photometer measurements and histogram data to determine camera exposure parameters
RA5	Manipulate studio flashes and accessories to shape and control light according to the needs of the shot.
RA7	Adapt the characteristics of the images, both during shooting and in subsequent digital processing, to the requirements of the graphic application for which they are intended.
RA8	Produce series of images adapted to the requirements of the main platforms for disseminating online work dossiers.
RA9	Incorporate the principles of color management into the development and processing of images.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

Composition and aesthetics. (10% -20%)

Technical control. (10% -20%)

Lighting control. (20% -30%) Light measurement control. (20% -30%)

Image processing and post-production. (10% -20%)

Conceptual and formal quality of memory. (10% -20%)

Adequacy of the publication according to requirements. (10% -20%)

Evaluation instruments within continuous evaluation

Rubrics.

Written/practical tests (optional)

Application exercises.

Individual and/or group feedback: written or oral.

Direct observations.

Self-assessment.

Specific recovery criteria within continuous assessment

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Ability to integrate color management principles into the photographic workflow.

Adequacy in handling hardware and software for device profiling.

Consistency in adapting the portrait to the requirements of the graphic application of the assignment.

Correction in lighting control and modeling.

Adequacy of developing and digital processing of images.

Argumentation of the proposal and correction of the shooting data, light measurement and graphic representation of the lighting schemes.

Correction in the application of color management.

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

Composition and aesthetics. (10% -20%)

Technical control. (10% -20%)

Lighting control. (20% -30%) Light measurement control. (20% -30%)

Image processing and post-production. (10% -20%)

Conceptual and formal quality of memory. (10% -20%)

Adequacy of the publication according to requirements. (10% -20%)

Recovery instruments outside of continuous assessment

Rubrics.

Written / practical tests

Application exercises.

Improvement or repetition of suspended activities

Submission of all activities carried out during the semester

Pass the complementary theoretical and practical test of competence achievement.

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ACTIVITY 4	Duration: 4 - 5 weeks	Weighting: 10 - 30%
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Description of the activity

Lighting techniques for objects of different materials and properties. Creation of still lifes for graphic applications.

Creation of still lifes with volumetric objects (opaque, translucent, reflective and/or transparent) for graphic applications.

Contents

Photographic reproduction techniques for small-sized graphic and volumetric works.

Color management.

Skills

GRA-08	Know the channels that support visual communication and use them according to the project's communication objectives.
GRA-11	Master the technological resources of visual communication.
GRA-12	Master digital technology for processing images, texts and sounds.

Applied teaching methodologies

MD5	Preparation of practical work.
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Learning outcomes

RA2	Identify aspects of the behavior of light derived from its physical properties and characteristics and apply its principles to studio lighting work.
RA3	Properly handle the handheld photometer to measure incident and reflected light.
RA4	Interpret photometer measurements and histogram data to determine camera exposure parameters.
RA5	Manipulate studio flashes and accessories to shape and control light according to the needs of the shot.
RA6	Develop and process images in Photoshop.
RA7	Adapt the characteristics of the images, both when taking them and in subsequent digital processing, to the requirements of the graphic application for which they are intended.
RA8	Produce series of images adapted to the requirements of the main platforms for disseminating online work dossiers.

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- RA9 Incorporate the principles of color management into the development and processing of images.
- RA10 Adapt output files according to the purpose of the images

Continuous evaluation

Specific evaluation criteria within continuous evaluation

Correct application of lighting techniques. (10% - 20%)
Ability to make appropriate and suitable use of lighting. (10% - 20%)
Level of elaboration of the applied lighting scheme. (10% - 20%)
Descriptive capacity of images to explain the works. (10% - 20%)
Color fidelity of photographic reproductions. (10% - 20%)
Suitability of adjustments and corrections of digital processing. (10% - 20%)
Adaptation of the final result to the requirements of the graphic application of the assignment. (10% - 20%)

Evaluation instruments within continuous evaluation

Application exercises.
Rubrics.
Checklists
Individual and/or group feedback: written or oral.

Specific recovery criteria within continuous assessment

Correct application of lighting techniques. (10% - 20%)
Ability to make appropriate and suitable use of lighting. (10% - 20%)
Level of elaboration of the applied lighting scheme. (10% - 20%)
Descriptive capacity of images to explain the works. (10% - 20%)
Color fidelity of photographic reproductions. (10% - 20%)
Suitability of adjustments and corrections of digital processing. (10% - 20%)
Adaptation of the final result to the requirements of the graphic application of the assignment. (10% - 20%)

Improvement or repetition of suspended activities.

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Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

Correct application of lighting techniques. (10% - 20%)
Ability to make appropriate and suitable use of lighting. (10% - 20%)
Level of elaboration of the applied lighting scheme. (10% - 20%)
Descriptive capacity of images to explain the works. (10% - 20%)
Color fidelity of photographic reproductions. (10% - 20%)
Suitability of adjustments and corrections of digital processing. (10% - 20%)
Adaptation of the final result to the requirements of the graphic application of the assignment.
(10% - 20%)

Recovery instruments outside of continuous assessment

Rubrics
Application exercises
Theoretical-practical test
Improvement or repetition of suspended activities
Submission of all activities carried out during the semester. Complementary theoretical and practical test of achievement of skills.

In order to retake the subject, it will be necessary to take and PASS an extraordinary retake test and/or a theoretical exam, as deemed appropriate.