



## PRESENTATION

### Brief description.

Introduction to photography. Emphasis will be placed on visual language and creating dynamic images. Any camera or phone-camera is sufficient.

- **Titulación:** Journalism; Audiovisual Communication
- **ECTS:** 3
- **Curso, semestre:** 3rd and 4th year Journalism; 3rd and 4th year Audiovisual Communication
- **Carácter:** Elective
- **Module and Subject:**
  - Journalism - Module 5. Subject. Formación Complementaria
  - Audiovisual Communication - Module 6. Subject. Formación Complementaria.
- **Profesorado:** Matt Kolf. Documentary photographer ([mkolf@external.unav.es](mailto:mkolf@external.unav.es)).
- **Idioma:** English
- **Aula, Horario:**
- **Final exam:** May 6th at 12:00 in Classroom 11. (Applicable 2025-2026 school year).

### LEARNING OUTCOMES (Competencies)

No former skills or knowledge of photography are required to take this course.

Good photos are taken by a combination of experience, knowledge and intuition. This course aims to help students acquire all of the necessary knowledge for taking dynamic photos in addition to giving them some experience and feedback. Thanks to the advances in technology, technical knowledge is less relevant now than it used to be, which is why this course places considerable emphasis on teaching students about the visual language, that is, the way our brain "reads" and interprets an image.

## PROGRAMA

	Topic		Topic
1	Introduction to the course	2	A technical explanation of the camera. Activity 1.
3	The photographic process	4	The photographic process



5	Visual language: concepts and exercises	6	Visual language: concepts and exercises
7	Visual language: concepts and exercises	8	Visual language: concepts and exercises
9	Visual language: concepts and exercises	10	Visual language: concepts and exercises
11	Visual language: concepts and exercises	12	Visual language: concepts and exercises
13	Visual language: concepts and exercises	14	Creative use of manual settings
15	Introduction to image quality	8	Criteria for culling images
17	The photographic darkroom: An introduction to editing	18	The photographic darkroom: An introduction to editing
19	An introduction to portraiture	20	An introduction to portraiture
21	An introduction to landscapes	22	An introduction to architectural photography
23	An introduction to event photography	24	An introduction to flash and studio lighting
25	Review of the projects that have been turned in	26	Review of the projects that have been turned in



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27	Photographic deontology	28	Working as a professional photographer
29	Photography for social media	30	General review of the course and exam preparation

## EVALUACIÓN

### CONVOCATORIA ORDINARIA

Classes	Mandatory assistance	
Weekly assignments	Photo assignments	20%
Mid term exam	+ How cameras work + The photographic process	20%
Project	Personal photo project	30%
Exam	+ How cameras work + The photographic process + The visual language (in general)	30%

1. Class assistance is mandatory. If you have another class at the same time please do not register for this course.

2. The weekly photo assignments will often be analyzed in class, but they will be scored as: *complete* or *incomplete*.

3. The questions on the mid term exam will be exclusively multiple choice.



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#### 4. About the final exam:

- a. The exam will be made up of multiple choice questions and image analysis'.
- b. To be able to take the final exam you must have turned in at least 80% of the weekly photo assignments *on time*.
- c. To be able to pass the course you must *pass* the final exam.

#### CONVOCATORIA EXTRAORDINARIA

About the exam:

- a. The exam will be made up of multiple choice questions and image analysis'.
- b. To be able to take the final exam you must have turned in at least 80% of the weekly photo assignments *on time*.
- c. To be able to pass the course you must *pass* the final exam.

#### HORARIOS DE ATENCIÓN

- I am an guest professor at the University of Navarra, which means that I do not have an office on campus. If you have a question or you would like to meet with me, please email me at: [mkolf@external.unav.es](mailto:mkolf@external.unav.es).

#### BIBLIOGRAFÍA

- The "virtual classroom" is very important for this course. All power point presentations will be uploaded here and students will also have to upload their weekly assignments to this area.