朝陽科技大學 091學年度第1學期教學大綱
Commercial Photography (1) 商業攝影(1)

當期課號	1869	Course Number	1869
授課教師	陳志和	Instructor	,
中文課名	商業攝影(1)	Course Name	Commercial Photography (1)
開課單位	視覺傳達設計系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	商業攝影爲銜接前一學期基礎攝影之進階課程。包括：各型專業相機、數位相機、數位攝影機之認識及操作。各種專業測光模式及測光器材操作。棚內外各類型採光原理及操作。各種感光材料、色彩控制及表現。影像本質、時間性、空間性之表現。採光在情緒表現之分析與應用。攝影史上風格類型之演進分析。設計攝影類型與技法。人像攝影的採光方法與類型分析。人像攝影師的風格介紹與分析。雜誌人像的類型與表現。 各種材質物品的採光法。道具與產品、產品與環境的關係及表現。商品符號與語意表現。	Objectives	Commercial Photography includes: 1. Recognition and operation of professional camera, digital camera. 2. Operations of professional light-determine model. 3.Operations of lighting in studios or outdoors. 4. Materials of sensitization, control and display of color. 5. Displays of innate characters of images. 6. Analysis and application of light used to express sentiment. 7. Analysis of the develop of different types in photographic history 8. Designs of photograph types and technics. 9. Analysis of methods and types of lighting in portraits. 10. Introduce and analysis of the style of portrait photographer. 11. Types and display of portrait in magazines. 12. Lighting of all kinds of methods. 13. The relationships and displays between properties and products and between products and environments. 14. The symbols of merchandise and displays of phrases.
教材		Teaching Materials	
成績評量方式		Grading	
教師網頁			
教學內容		Syllabus	

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