朝陽科技大學 094學年度第2學期教學大綱
Commercial Photography 商業攝影

當期課號	1619	Course Number	1619
授課教師	陳志和	Instructor	,
中文課名	商業攝影	Course Name	Commercial Photography
開課單位	視覺傳達設計系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1、各型專業攝影器材之認識及操作 2、熟悉各種商業攝影技巧 3、人像、時裝、產品等各類商業攝影實務執行能力之養成	Objectives	1. Recognition and operation the tools of professional photography. 2. To practice commercial photography skills. 3. Develop the capability of commercial photography executive ability of portrait、fashion and product.
教材	一、Michael Freeman：The Photographers Studio Manua 二、Jost J. Marchesi：Professional Lighting Technique 三、美工圖書社：商品攝影手冊，台北，邯鄲出版 四、楊裕富，設計的文化基礎：設計、符號、溝通，亞太書局 五、趙樹人，設計攝影，台北，全華出版 六、章光和，複製真實，台北，田園城市文化出版	Teaching Materials	
成績評量方式	一、作品：50% 二、出席、報告與討論：40% 三、書面撰寫：10 %	Grading	1. works 50% 2. presence, reports and discussion 40% 3. writing form 10%
教師網頁	設計攝影/陳志和		
教學內容	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。 各種測光模式及專業測光器材操作。 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。 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。	Syllabus	Commercial Photography is an advanced course to connect with the course of Basic Photography in the last semester. It includes: 1. Recognition and operation of professional camera, digital camera. 2. Operations of professional light-determine model and instruments of light-determine. 3. Principles and operations of lighting in film studios or out. 4. Materials of sensitization, control and display of color. 5. Analysis and application of light used to express sentiment. 6. Analysis of the develop of different types in photographic history 7. Designs of photograph types and technics. 8. Analysis of methods and types of lighting in portraits. 9. Introduce and analysis of the style of portrait photographer. 10. Types and display of portrait in magazines. 11. Lighting of all kinds of methods. 12. The relationships and displays between properties and products and between products and environments. 13. The symbols of merchandise and displays of phrases.

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