朝陽科技大學 095學年度第2學期教學大綱
Commercial Photography (2) 商業攝影(2)

當期課號	3465	Course Number	3465
授課教師	陳志和	Instructor	,
中文課名	商業攝影(2)	Course Name	Commercial Photography (2)
開課單位	視覺傳達設計系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	課程包括：1.各型專業相機、數位相機、數位攝影機之認識及操作。2.各種專業測光模式及測光器材操作。3.棚內外各類型採光原理及操作。4.各種感光材料、色彩控制及表現。5.影像本質、時間性、空間性之表現。6.採光在情緒表現之分析與應用。7.攝影史上風格類型之演進分析。8.設計攝影類型與技法。9.人像攝影的採光方法與類型分析。10.人像攝影師的風格介紹與分析。11.雜誌人像的類型與表現。 12.各種材質物品的採光法。13.道具與產品、產品與環境的關係及表現。14.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	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，亞太書局出版 五、呂清夫，後現代的造型思考，傑出文化出版 六、俞建章，符號：語言與藝術，九大文化公司 七、勵忠發，記號、藝術、情報，正中書局出版 八、朱元鴻 等譯，後現代理論：批判的質疑，巨流圖書公司出版 九、王宜燕 藏育賢 譯，文化分析，遠流出版	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	
教師網頁			
	商業攝影(二)課程內容著重以影像造形語彙基礎，致力於商業人像、商品專題的探討與攝製。除深入研究影像符號語意的文化意 涵與傳達外，並探討攝影美學中，從現代主義到後現代潮 流的內涵與表現形式，解析影像裝置的複合媒材藝術類型 ，如何引領商業空間以各類數位、非數位影像從事裝置設 計。		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

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