# 朝陽科技大學 099學年度第2學期教學大綱
# Product Photography 產品攝影

| | | | |
|---|---|---|---|
| 當期課號 | 1777 | Course Number | 1777 |
| 授課教師 | 周文智 | Instructor | CHOU,WEN CHIH |
| 中文課名 | 產品攝影 | Course Name | Product Photography |
| 開課單位 | 工業設計系(四日)一A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 攝影的本質在於光、影、構圖的掌握，好的攝影作品實屬難得，但卻歷久彌新；尤其現代數位攝影器材全面普及的態勢下，攝影並非仰賴著新穎、高檔又昂貴的器材設備，攝影好壞則是取決於攝影者的美感素養。教學目標如下:<br>1.掌握攝影本質──光、影、構圖。<br>2.瞭解及學習攝影棚、攝影器材等硬體設備之使用。<br>3.學習商品攝影中的「構圖」、「採光」、「佈景」與「材質」。 | Objectives | The essence of photography is the mastery of light, shadow, and the composition. An excellent piece is rare but will last forever. The value of photography depends on esthetics of the photographer, not on the novel, high-level and expensive equipment. It becomes more and more important to be aware of the essential spirit of the photography, especially in this modern age that digital photography equipment is all around us.<br>The teaching objectives are as follows:<br>1. To mastery the essence of photography-the light, shadow, and composition.<br>2. The understanding of the using of film studio, equipment and other materials for photography.<br>3. The learning of the composition, lighting, scenery, and material for commercial photography.<br>4. The cognition of the value of photography-The esthetics of the photographer.<br>5. The notice of the value / esthetic renderings for the piece.<br>6. The capacity of Photo Retoucher, the poster design, and layout of both photography & digital photography. |
| 教材 | 1.Barbara London原著，邱奕堅主編，新現代攝影，影像視覺藝術事業有限公司，2001，臺北市，ISBN957-30126-0-X。<br>2.自編教材，視教學內容與進度提供。 | Teaching Materials | Organized by teacher. |
| 成績評量方式 | 1.作業1～作業9，每項作業佔學期成績10%；各項作業包含攝影作品、展示及書面心得報告；作業成績共計佔學習成績90%。<br>2.期末實作測驗佔學期成績10%。<br>3.平時成績另視出缺勤狀況、課堂及實習表現、學習態度等評分，分數範圍爲-10分～+10分<br>4.每項作業遲交或重製遲交，每延遲一週扣作業成績5分，按次累計，加總扣分至該作業成績零分爲止。<br>5.學生課程實得成績爲作業成績、期末實作測驗及平時成績之總和。 | Grading | 1.Assignment 90%<br>2.Final practice examination 10%. |
| 教師網頁 | | | |
| 教學內容 | 1.攝影成像原理。<br>2.攝影光學。<br>3.攝影化學。<br>4.影像複製。<br>5.商品攝影。<br>6.攝影創作。 | Syllabus | 1.Photography Introduction.<br>2.The optics of photography.<br>3.The chemical of photography.<br>4.Image duplication.<br>5.Commerce photographic.<br>6.Photograpgic produce. |

尊重智慧財產權，請勿非法影印。