



VILNIUS COLLEGE OF TECHNOLOGIES AND DESIGN

# Technology of Photography

Faculty: Design Faculty

State Code: 6531PX010

The Scope of the Study Programme: 180 credits

Duration of Studies: 3 years

## ***General Description:***

Objective(s) of a study programme:

To prepare photography specialist being able to work in the journalistic and advertising fields, perform high-quality photography technological and video shooting tasks, develop creativity and teamwork skills.

Learning outcomes:

### *Knowledge and its application:*

Will understand the history of media and aesthetic forms, will be able to analyse and evaluate them. Will be able to use foreign languages in professional activity. Will be able to apply techniques, technologies and safety standards in the media industry properly. Will be able to carry out research and apply its results.

### *Competences to carry out research:*

Will be able to estimate situation and tendencies of photography business, will understand the legal system of activities and management principles of photography, will be able to apply them implementing creative and professional projects. Will be able to purposefully collect and analyse data for solution of creative problems, referring to traditional and modern art practice and applied scientific research.

### *Special skills:*

Will be able to professionally exploit possibilities of recording and photography equipment and lightening methodology. Will understand specific features of photojournalism, will photograph for the media and for publishers. Will be able to create photographs of applied nature for advertising and for graphic design. Will be able to apply information technologies in the fields of modern digital photography. Will be able to professionally apply principles of artistic creativity in the working process. Will be able to record events and clips, will understand specific features of operator's work.

*Social skills:*

Will be able to work in a team, demonstrate communicative skills in oral and written form in state and foreign languages. Will be able to express their creative position using the appropriate professional vocabulary.

*Personal skills:*

Will record events objectively, applying various methods of photography.

Activities of teaching and learning:

Lectures, consultations, practical tasks and course papers, individual work, practices of professional activities. Students accomplish practical tasks individually or in groups.

Methods of assessment of learning achievements:

The student's knowledge, skills and abilities acquired while studying subjects of a study programme are assessed after completing of individual assignments performed during the semester and exam session. The achieved learning outcomes after completion of subject/module studies are assessed attributing them to the levels of achievement: excellent, typical and threshold.

**Framework:**

Study subjects (modules), practical training:

*General College Study Subjects:*

Foreign Language, Professional Lithuanian, Environmental and Human Safety and alternatively optional subjects (Sociology, Psychology, Professional Ethics – selected one of them).

*Subjects of the Study Field:*

Creative Business, Culture Projects Management, Colour Theory, Photography of Landscape, Architecture and Interior, Graphical Editing 1, Graphical Editing 2, Culturology, History of Modern Art, History of Photography, Composition, Portrait Photography, Reportage of Event, Technologies of Advertising Photography, Fashion Photography, Strategies of Photography, Photo equipment, Special Technologies, Fundamentals of Mass Media, Fundamentals of Advertising, Fundamentals of Filming, Applied Research.

*Options of students:*

Specialisation – Photo Journalism. These Subjects are Studied: Theory of Journalism, Photographic Genres, Virtual Journalism, Photo illustration.

Specialisation – Advertisement Photography. These Subjects are Studied: Psychology of Advertising, Advertisement Still-Life Photography, module – Photo design (module subjects: Visual Communication, Advertising Projects).

Specialisation – Filming. These Subjects are Studied: Fundamentals of Directing, Video filming 1, Video filming 2, Cinema History.

*Special Study Subjects:*

Law, optional subjects by choice of students (Motion Studio, Cinema Language, Painting Techniques, 3D Software, Animation History, Calligraphy, Esthetics, Graphic Techniques, Drawing of Environment – selected three of them).

*Practices:*

Cognitive Practice, Lighting Practice, Creative Practice, Filming Practice, Professional Practice, Final Practice.

***Completion of Studies:***

Studies are completed by defending the Final work individually prepared by a student.

***Distinctive features of a study programme:***

The study programme is distinguished by the choice of specializations relevant to the contemporary photography market and provides students with the opportunity to use professional photography and lighting methodology, manage photo equipment, take photographs for advertising and press, shoot and edit video, create photographic illustrations for books and apply information technologies in the field of digital photography. The College in cooperation with the Lithuanian Union of Art Photographers, provide students with the opportunity to participate in various lectures, competitions and exhibitions organized by social stakeholders. During creative practice in Nida, students participate in annual international photo artists' workshops and organized competitions.

***Access to professional activity or further study:***

Graduate will be able to work as a photograph and/or cameraman in mass media, advertising, publishing enterprises, TV and film studios, digital laboratories and other areas engaged in image production and output or perform individual activities with business license or having authorship agreements.

Graduate can continue his/her studies having chosen university study programmes in the field of Media Art studies.

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**Technology of Photography study program**  
**Full-time studies**  
**2021**

<b>Subject</b>	<b>ECTS credits</b>	<b>Evaluation form</b>
<b>1 semester (30 credits)</b>		
Composition	4	E
Colour Theory	3	E
Strategies of Photography	4	W
Graphic Editing 1	5	W
Landscape, Architecture and Interior Photography	8	E
Cognitive Practice	3	W
<i>Optional subjects (choose one)</i>		
Foreign Language (English)	3	W
Foreign Language (French)	3	W
Foreign Language (Russian)	3	W
Foreign Language (German)	3	W
<b>2 semester (30 credits)</b>		
Sustainable Environment and Occupational Safety	3	W
Culturology	5	E
Fundamentals of Media	3	W
Graphic Editing 2	7	E
Photo Equipment	3	W
Lighting Practice	6	W
<i>Optional subjects (choose one)</i>		
Foreign Language (English)	3	E
Foreign Language (French)	3	E
Foreign Language (Russian)	3	E
Foreign Language (German)	3	E
<b>3 semester (30 credits)</b>		
History of Modern Art	4	E
Portrait Photography	6	E
Special Technologies	5	E
Media Project Management	3	W
Fundamentals of Advertising	3	W
Creative Practice	6	W
<i>Optional subjects (choose one)</i>		
Painting Techniques	3	W
Film Language	3	W
Art Workshop	3	W
3D Programs	3	W
<b>4 semester (30 credits)</b>		
History of Photography	3	E
Technology of Advertising Photography	6	E
Fundamentals of Shooting	5	W
Reportage Photography	5	W
Composition Practice	3	W
Professional Practice	5	W
<i>Optional subjects (choose one)</i>		
Graphic Techniques	3	W
Art Workshop	3	W
<b>5 semester (30 credits)</b>		
Occasion Photography	5	W
Photography of Advertising Still-life	8	E
Fashion Photography	5	E
Applied Research	3	W
Media Business Management	3	W
<i>Optional subjects (choose one)</i>		
Professional Ethics	3	E
Sociology	3	E

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Psychology	3	E
<i>Optional subjects (choose one)</i>		
Aesthetics	3	W
Calligraphy	3	W
<b>6 semester (30 credits)</b>		
Professional Contemporary Lithuanian	3	W
Photography Art Project	3	W
Project Communication	3	E
Law	3	E
Final Practice	7	W
Final Project	11	D

E - Exam

W - Individual work performed by a student

D - Defence of the final project