CENTER FOR INTERNATIONAL PROGRAMS & SUSTAINABILITY STUDIES
COURSE NAME: Cultural Photography
COURSE CODE: PHOT 2130
TOTAL CONTACT HOURS: 48
CREDITS 3

Description

The basic functions of a camera are studied in order to have an efficient control when taking a photograph in any scenario, emphasizing on the topics related to cultural heritage, both material and immaterial.

In addition, students analyze photography from a comprehensive perspective, beyond the ocularocentric range with which photography had been studied in the past, by means of exercises willing to increase their ability to recognize what surrounds them using other senses (smell, touch, taste and auditory).

This is an elective course, its nature is theoretical and practical and responds according to the professional profile to the following question:

How to capture an image in a social context that achieves, in addition to documenting a fact, eliciting an emotional reaction in the viewer?

To answer this question, the following will be studied:

• Basic knowledge of the functions of the camera and fundamental concepts of photography (ISO, aperture, shutter speed, exposure control, depth of field, focal length, among others)
• Understanding the basis of design and photographic composition
• Ethics of the image and photography
• Analysis of photography from a non-oculocentric vision and practical exercises to learn to observe
• Biological bases of beauty, stereotypes and media
• Psychology of color and its uses in contemporary photography
• Importance of cultural heritage documentation and its impact on the dissemination and preservation of culture
• Update on the latest trends in photography
• Practical application of cultural photography in the Costa Rican context

Throughout the course the following skills will be promoted:

• Ability to properly use a semi-professional camera
• Ability to promote the correct and ethical use of photography
• Ability to observe and analyze the environment in greater detail
• Ability to analyze the impact of cultural photography on social networks and other publications

Among the values and attitudes that will be promoted among students are the following:

• Creative thinking
• Observe with depth
• Collateral thinking
• Communicative intelligence
• Empathy for social situations within a community
• Interest in learning to learn

Competencies, criteria and evidences

The competencies for the Veritas University are reflexive and integral actions that respond to the professional profile and to the problems of the context, with suitability and ethical commitment, integrating the know how to be, the know-how to do, and the know how to know in a perspective of improvement.

Below are both the disciplinary and general competencies, linked to their criteria and evidence of performance for this course.

Type of competences	Performance criteria (Sub-competences)	Evidence of performance
Disciplinary Integrate the technical knowledge of the camera with the rules of composition and study of the subject in order to obtain an effective photograph.	Analyze the balance behavior of camera settings in its Manual function.	Practical exercises
	Discuss the work of photographers, both national and international, who work on the topic of cultural and humanitarian photography	Study of photographers Research report
	Promote the revision of ethical issues related to photography	Workshop on ethics
General		
Integrates the knowledge, skills and attitudes necessary to learn continuously throughout life, considering the effective development in the knowledge society.	Learn to learn	Daily in class photography practice
Develops the knowledge, skills and attitudes necessary to learn to communicate through photography	Communicate disciplinary ideas in an iconic manner	Register of thematic discussion

Integrates knowledge, skills and attitutes necessary to learn the techniques for team work and leadership	Team work and leadership	Register of collaborative work
Integrates the knowledge, skills and attitudes necessary to learn the techniques for interpersonal communication	Have a good relationship with others Manage and solve conflicts Negotiate inspiring trust and empathy Speak responsibly Listen deeply	Presentation of research Participatory workshop on regulatory frameworks and their practical application

Contents:

Topic 1. **Basic knowledge of the functions of the camera and fundamental concepts of photography**

   a) Brief history of photography and its impact
   b) Theory of photography (ISO, aperture, shutter speed, exposure control, depth of field, focal length, among others)
   c) Practical examples of photography

Topic 2. Understanding the bases of photographic composition

   a) Theoretical and conceptual bases of composition
   b) Practical aspects of photographic composition

Topic 3. Psychology of color and its uses in contemporary photography

   a) Implications of color in contemporary photography
   b) Conscious integration of color in photographs as a composition resource

Topic 4. Ethic foundations of image and photography

   a) Basic foundations of Author Copyrights in photography
   b) Case studies illustrating ethic-related problems in photography

Topic 5. Analysis of photography from an ocularocentric vision through practical experiential exercises to learn to observe

   a) Analysis of the surroundings and appropriate use of macro using basic photographic composition
   b) Analysis of different types of vision, blind photography and pareidolia
   c) Research of referent photographers

Topic 6. Biological bases of beauty

   a) Analysis of biological fundamentals of the perception of beauty

b) Discussion about blind photographers and their perception of beauty
c) Analysis of empathy and photography

Topic 7. Importance of the documentation regarding cultural heritage and the practical application of cultural photography in the Costa Rican context

a) Influence of photography in the documentation and conservation of cultural heritage, both material and immaterial.

Topic 8. Update on the latest photography tendencies

a) Implications of contemporary photography and its perspectives in terms of technology
b) Uses of contemporary photography in other fields of knowledge such as medical and research photography, scientific photography, publicity photography, among others.

Topic 9. Practical application of cultural photography in the Costa Rican context

a) Guided tours to practice cultural photography and street photography

Methodology

This course implements a methodology that integrates the manual functions of the camera with the analysis of the Costa Rican culture from its most daily version, to the nationalist vision of it, in a university context where you can practice freely within an ethical framework.

The students manage to deepen methodologically in the correct way of taking photographs, through the technical and compositional study of the image. The role of the teacher is to be a facilitator and counselor of the teaching and learning process, allowing the construction and self-regulation of learning by the students.

This methodology is supported epistemically in the learning model by comprehensive competences and promotes communication, research, mediation and negotiation skills, through participatory workshops to solve problems and practical cases.

Learning strategies

The following learning strategies will be developed:

• Case studies consist of providing a series of descriptions of a specific situation that may be real or hypothetical but constructed with characteristics analogous to those presented in reality for clear purposes, presented through written material, enabling participants to initially raise diverging problems that do not have a single solution, followed by generating solutions. The topics to be analyzed are: children's photography, commercial photography, ethical foundations of photography, use of images and publication of photographs on social networks.

• Research allows us to acquire new knowledge in the world around us, as it generates complex reactions and allows us to draw conclusions from the phenomena we study.
• The participative Workshops facilitate the learning process through the discussion and exposure of different points of view and different resources that integrate and complement the knowledge acquired in the course.
• Practices of each of the topics discussed and analyzed in class to reinforce learning and to solve possible doubts that arise during the process.

Didactic resources

Among the didactic resources that will be used in the course, the following are cited: Bibliographic resources that are available both in the library of the institution, and on the internet to carry out documentary research and multimedia equipment. The student must have extra class time to do the final work and take advantage of the theoretical classes to attend the teaching orientations and clarify questions. The University provides the facility of free access to the Internet and the use of computers.

The student will be able to make use of the library of the institution during the hours of independent work, as well as of the study rooms or of the computer labs, and of any other areas that he / she decides in the campus of the University, since it offers wireless Internet, free for all students, teachers and administrators.

Assessment

Competency assessment is the process by which evidence is collected and a judgment or opinion is made, considering pre-established criteria to give feedback in order to improve the suitability of the course or program. The evaluation of the course must be coherent with the competences and the teaching methodology. For each item of evaluation there is a rubric, which, although it gives a score, is a quantitative and qualitative description of the student's performance. The rubrics include the performance criteria of the general and disciplinary competences.

RUBRIC	PERCENTAGE
Solving of ten practical exercises: (5% each) • Drawing with light (slow shutter speed) • Freezing exercises (fast shutter speed) • Practice on composition rules • Macro exercises • Street and cultural photography • Self-portrait vs Selfie • Blind photogrphy and animal pupils • Conceptual photography • Commercial and publicity photography • Photography and meditation	**50%**
Classwork (5% each)	**10%**

• Case studies • Stop Motion practice	
Investigation: (10%) • Identification and analysis of the work of referent photographer related to cultural photography	**10%**
Final Project of Photography.	**30%**
TOTAL DE PUNTOS	**100%**

Rubric to assess practical exercises

The case method promotes in the students three basic aspects: knowledge management, reflective practice and adaptation to change. With knowledge management, students are expected to acquire the strategies and techniques that allow them to learn by themselves; This implies the awareness of assimilation, reflection and internalization of knowledge so that, finally, it can value and deepen from a personal option. Ten practical exercises will be evaluated, each with a value of 5% for a total value of 50%. It is evaluated using the following rubric:

EVALUATION	DESCRIPTION
EXCELLENT (100-90%)	Approaches the photographic exercise efficiently, using the time necessary to get a suitable subject and to integrate both technical and compositional knowledge to obtain a photograph that meets the 3 basic points: adequate exposure, compositional resources and identification of a subject within the image. Also, good resolution of the image, correct exposure and adequate definition of the subject photographed. It presents an abstract thought and concept. Punctuality in the delivery of the exercises
NOTABLE (89%-80%)	Approaches the photographic exercise efficiently, using the time necessary to get a suitable subject and to integrate both technical and compositional knowledge to obtain a photograph that meets at least 2 of the 3 basic points: adequate exposure, compositional resources and identification of a subject within the image. Also, good resolution of the image, correct exposure and adequate definition of the subject photographed. Punctuality in the delivery of the exercises.
GOOD (79%-70%)	Approaches the photographic exercise integrating, in a basic way, both technical and compositional knowledge to obtain a photograph that complies with at least 1 of the 3 basic points: adequate exposure, compositional resources and identification of a subject within the image. Poor photographic exposure. Resolution of the image is poor.

INSUFFICIENT PERFORMANCE (69% or lower)	Tackles the photographic exercise in a deficient way, without integrating technical or compositional knowledge to obtain photography. Both the resolution of the image and the photographic exhibition are incorrect and do not present an abstract concept or thought behind the created image.

Rubric to assess the investigation

The research project allows us to acquire new knowledge in the world around us, as it generates complex reactions and allows us to draw conclusions from the phenomena we study. Two investigations are evaluated, each with a value of 10% for a total value of 20%. It is evaluated using the following rubric:

Indicator	Excellent (100-90%)	Very good (89%-90%)	Sufficient (79%-70%)	Insufficient (69% or lower)
Parts of the investigation				
The research includes a cover with the basic data and an executive summary				
Organization of research: body of work structured according to chapters, themes, bibliography				
The investigation has a delimitation of the subject, a clear and precise approach to the problem				
The theoretical framework of the research has information obtained from books, journals that support the project of the last 5 years				
The methodology is applied and the proposed sequence is observed throughout the development of the project				
Relevant results, conclusions and recommendations				
Quality of work in general both in the conceptual and creative part for the design of the brand manual				
Bibliography utilizes APA format				
It is organized and clean. It has good spelling and punctuation.				

Rubric to assess the participatory workshop

The participatory workshop is focused on the discussion of issues related to photography and sustainability from different points of view, integrating the knowledge offered in class. This process makes it possible to take responsibility for the facts, develop a critical attitude

and put into practice the ability to make decisions during the process of learning to learn. Value 10% It is evaluated by means of the following rubric:

Indicator	Excellent (100-90%)	very good (89%-80%)	Sufficient (79%-70%)	Insufficient (69% or lower)
New ideas were explored				
The problem solved shows a higher level of thinking and is clear. The concept is easily understood and effective				
For the solution of the problem all aspects of management are used and are followed and used appropriately.				
The presentation of the solution to the problem shows planning and realization. There is mastery of concepts and these are transmitted effectively.				
The solution to the problem is expressed with visual communication terminology, its presentation is fluid and professional				
The project was handed in on time and following format				
The work team does it collaboratively and they show tolerance, conflict resolution and respect towards their partner				
Total				

Bibliography:

Omohundro, J. T. (2008). Thinking like an anthropologist: a practical introduction to cultural anthropology. Boston [u.a.: McGraw Hill.

The complete guide to outdoor photography. (2002). Newton Abbot: David & Charles.

London, B. (2002). *Photography* (7ª ed.). Estados Unidos: Prentice Hall. [IMF.T 0055]

McCollough, F. (2008). *Complete Guide to High Dynamic Range Digital Photography*. United States: Lark Books. [IMF.W 0056]

Varis, L. (2001). *Digital Photography for Creative Professionals: From photo shoot to image output.* Estados Unidos: Rockport. [IMF.W 0002]

Chronogram

Week	Sub competencia	Contend	Teaching Strategy
1		Topic 1: Basic knowledge of the camera functions and core concepts for photography.	Presentation of the course. Topic analisys
2	Analyze the behavior of the white balance setting, when used on Manual setting.	Continuation topic 1: Basic knowledge of the functions of the photographic camera and fundamental concepts of photography	Lecture Practice Exercises
3		Continuation topic 1: A brief history of photography and its impact

Theoretical Fundamentals of Photography (ISO, aperture, shutter speed, exposure control, depth of field, focal length, etc.)

Practical examples of photography. | Lecture Practice Exercises |
| 4 | | Topic 2. Understanding the basis of photographic composition | Lecture Practice Exercises |
| 5 | | Continuation topic 2. The theoretical and conceptual basis of the composition

Practical aspects of photographic composition | Lecture Practice Exercises |
| 6 | | Topic 3. Psychology of color and its uses in contemporary photography implications of color in contemporary photography

Consenting color integration in photography as a compositional resource | Lecture Practice Exercises |
| 7 | Promotes the review of ethical issues related to photography. | Topic 4. Ethical Fundamentals of Image and photography basic fundamentals of copyright in photography

Case studies presenting ethical-photographic problems | Topic analisys

Participatory workshop about ethics, bioethics and sustainability. |

8	Discuss the work of national and international photographers who work on the theme of ecological photography and conservation.	Topic 5. Analysis of photography from a non-ocularocentrista vision by means of experiential practical exercises to learn to observe Analysis of the environment and appropriate use of the macro with the bases of photographic composition	Presentation and research work Identification of conservation processes where photography has played an important role.
9		Continuation of topic 5. Analysis of different types of vision, blind photography and Pareidolia Research of photographers as fundamental references	Presentation and research work
10		Topic 6. Biological Bases of Beauty Analysis of the biological foundations of the perception of beauty Discussion about blind photographers and their perception of beauty Analysis of empathy and photography	Lectures Topic analysis
11		Topic 7. Importance of the documentation of cultural heritage and the practical application of cultural photography in the Costa Rican context Influence of photography on documentation and Conservation of cultural heritage, both material and immaterial	Lectures Participatory workshop discussion on Costa Rican cultural from an experiential point of view
12		Topic 8. Updating the latest trends in photography implications of contemporary photography and its prospects for technological advancement	Lectures Topic analysis
13		Continuation of topic 8. Uses of contemporary photography in other fields of knowledge such as medical photography and research, scientific photography, advertising photography, among others.	Lectures Topic analysis Practical Exercises

14		Topic 9. Practical application of ecological photography in the Costa Rican context Guided tours to practice ecological photography	Practical Exercises
15		Continuation of topic 9. Aplicación práctica de la fotografía ecológica en el contexto costarricense Visitas guiadas para la práctica de la fotografía ecológica	Practical Exercises

Observaciones generales

El estudiante debe cumplir con las disposiciones del Reglamento de Régimen Estudiantil de la Universidad Veritas. Para consultarlo debe dirigirse al Portal de Autogestión Estudiantes en la siguiente dirección: http://autogestion.veritas.cr/ y descargarlo.