



COURSE SYLLABUS

WARMADDEWA UNIVERSITY

PHOTOGRAPHY AND
VIDEOGRAPHY

BIA33M01

International Program – Graduate Course



PHOTOGRAPHY & VIDEOGRAPHY

5 ECTS

COURSE DESCRIPTION

Content creation is one of the biggest segments of digital nomads. A big role in this field plays photography and videography. In this course you will learn all basics to become the content creator that everyone has been looking for. You will learn the whole process from taking pictures and videos, to editing both and finally how to use the created content online.

OBJECTIVES

By the end of this course, students should be able to understand:

- How to take pictures?
- How to edit pictures?
- How to market your pictures online?
- How to sell pictures?

LECTURING METHOD

You will be walked through real-life examples of the various stages of content creation to help you understand how to be sustainable and environmentally friendly and how you can apply it for your own purposes. A series of homework exercises, tutorials and case studies will enable you to develop a perspective that goes beyond the theoretical scope, to prepare you for actual situations in the future.

ACADEMIC RESEARCH

This course includes an academic research paper which must be completed during your semester. It will be based on a topic given by the lecturer and requires comprehensive research by the student. This paper will consist of a methodological analysis of the latest literature and be handed in at the end of the semester. The academic research will be included in the final course grade.

ASSESSMENT METHOD

Class attendance 30 %,
Class participation and assignments 30 %,
Exam 40 %,

LECTURER

Dr. Ni Luh Putu Indiani, S.E.,
M.M. Ni Kd Sioaji Yamayanti,
S.E., MBA and guest lectures



LECTURE TOPICS

Week	Topics
1.	Introduction to Photography
2.	Equipment insights to get started
3.	The areas of photography
4.	How to edit Photos
5.	The importance of photography in content marketing
6.	How to become a photography wizard in 30 days
7.	Mid-Term Exam
8.	Introduction to Videography
9.	Video editing Basics
10.	Opportunities and obstacles in videography
11.	Creating successful video Content
12.	Understanding YouTube: How to get clicks
14.	A holistic approach to videography in digital marketing
15.	Final Exam

WORKLOAD

PHOTOGRAPHY AND VIDEOGRAPHY (Master)

16 weeks

	Weeks per semester																TOTAL hrs	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
		2	2	2	2	2	2			2	2	2	2	2	2		24	
		4															4	
							9								10		19	
														4			4	
INDEPENDENT WORK			2		2		2			2		2		2			12	
		2	2	2	2	2	2			2	2	2	2	2	2		24	
		1	1	1	1	1	1			1	1	1	1	1	1		12	
															10		10	
															20		20	
																2	2	
			2													2	4	
																	135	
HRS OF EXAMS									2							2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 4	2	2	2	2	2	2	2		2	2	2	2	2	2		26	
		TOTAL WORKLOAD PER COURSE (HOURS)																165
		TOTAL ECTS																5