



COURSE SYLLABUS

WARMADDEWA UNIVERSITY

PHOTOGRAPHY AND
VIDEOGRAPHY

BIA33B01

International Program



PHOTOGRAPHY & VIDEOGRAPHY

5 ECTS

COURSE DESCRIPTION

Content creation is one of the most significant segments of digital nomads. A big role in this field is 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

The course will be presented in lecture activities, classroom assignments and discussions, case studies, special topic presentations, and homework. Students will be working primarily based on real-life stories, though additional materials can be assigned from time to time. To understand the topics covered in this course, students must read the supplied online material before class sessions to contribute thoughtfully to the class discussions and exercises.

ASSIGNMENTS

During the semester, you will do several assignments that are mainly focusing on literature reviews on different topics given by the lecturer. The assignments will be included in the course grade at the end of your semester.

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
13.	A holistic approach to videography in digital marketing
14.	Final Exam

WORKLOAD

PHOTOGRAPHY AND VIDEOGRAPHY

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	Preparation for presentations and papers		2		2		2			2		2		2			12	
	Preparation for class	2	2	2	2	2	2			2	2	2	2	2	2		24	
	Follow-up for class	1	1	1	1	1	1			1	1	1	1	1	1		12	
	Final essay paper																10	10
	Assignment																10	10
																2	2	
			2													2	4	
																	125	
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)	155
																	TOTAL ECTS	5