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| Module code | FSH504 | Level | 5 |
| Module title | Fashion Photography | Credit value | 12 |
| Programme(s) on which the module is taught | BA (Hons) Fashion Design | ECTS Credits | 6 |
| | BA (Hons) Fashion Design (Marketing) BA (Hons) Fashion Marketing ELECTIVE MODULE | Notional learning hours | 120 |

1. Pre-requisite modules

None

2. Module aims and objectives

Fashion Photography enables students to develop an understanding of photography in different areas of fashion such as; advertising, film, catwalk, and editorial. You will learn about roles and responsibilities of a fashion photographer. You will study photography as a visual language of contemporary fashion.

You will develop your aesthetic sensibilities and explore how to capture them through photography. Throughout the module you will learn to work creatively, developing ideas from concept through to finished imagery. You will engage in group work and will learn to communicate your ideas verbally and through visuals. You will explore the cultural significance of photography and examine audiences and media channels. You will learn to create and manipulate directional images for use in a contemporary fashion context.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module the students will be able to:

A1: Understand and use a substantial knowledge of a broad range of methods and principles employed by other practitioners in Fashion Design and the broader Fashion Industry.

B) Skills

Upon successful completion of this module the students will be able to:

B3: Analyse, reflect and evaluate critically, with increasing independence, in different contexts within Fashion Design and the broader fashion industry, including those that may be complex, ambiguous or unpredictable within the process of development of ideas into outcomes.

B5: Select from, experiment with and make appropriate use of a broad range of materials, processes, technologies and environments showing understanding of safety and quality standards, with some tutor guidance.

B7: Communicate confidently in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.

4. Indicative content

- Analytical and critical approaches to contemporary fashion photography
- Fashion Photographers roles and responsibilities
- Fashion Photography theory and practice
- Communication through visual media
- Creative idea and concept development and expression
- Audiences and media channels
- Digital image production and manipulation
- Lighting
- Professional presentation of fashion imagery.

5. Learning and teaching methods

The learning and teaching strategy for this module is designed to ensure that the learning outcomes set out above will be achieved. You will learn about fashion photography and image production, and the theoretical contexts within which they sit through tutor-led presentations, and creative studio work. This will involve examination of contemporary images and their associated purposes and meanings. You will also learn through hands-on planning, organising, and taking part in photographic shoots both in a photo studio and in different locations. You will spend time learning through demonstrations and exercises as you learn the technical as well as the creative skills.

Research into materials such as film, music, web, and magazines, and creative development, will be tutor-directed but carried out in independent study as well in creative studio work, and will enable you to develop a very strong appreciation of the 'cutting edge' in fashion. During the term you will work in groups and on individual outcomes. However the individual outcomes will necessitate organising others to work with. You will engage in self- and peer-reflection and you will analyse your strengths and weaknesses and reflect on how you interact and perform in group work.

You will be given formative feedback throughout the module and summative feedback concludes every module.

| 12 credit module – 120 learning hours | |
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| Directed learning | 36 hours |
| Seminars | 36 |
| Self-directed learning | 84 hours |
| Preparation for class | 20 |
| Self-study after class | 44 |

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|-----------------------------|------------|
| Preparation for assessments | 10 |
| Assessment | 10 |
| Total | 120 |

6. Assessment and relative weightings

You will be assessed on development work during the term, in studio work and independent study, through researching, documenting, recording, and developing ideas in an annotated sketchbook. You will prepare for and take part in photography projects and you will present the best of your finished work in a portfolio. You will document and reflect upon your group and individual work on the module in your journal.

1. Portfolio & Sketchbook (100%)

You will be assessed on the creation of a sketchbook and portfolio that covers a range of photography practice relevant to directional fashion. You will evidence having applied theory to practice in working in a team and individually to create visual work that demonstrates effective application of methods and technologies. The sketchbook will contain a range of tasks set within class and a body of independent research and development work. The portfolio will contain example of the outcome of several fashion related shoots you work on throughout the module.

7. Mapping of assessment tasks for the module

| Assessment tasks | A1 | B3 | B5 | B7 |
|-------------------------------|----|----|----|----|
| Portfolio & Sketchbook (100%) | ✓ | ✓ | ✓ | ✓ |

8. Key reading

- Blanks, T., (2013). *New Fashion Photography*. Prestel
- Bruzzi, S. & Church Gibson, P., (2000) *Fashion Cultures Revisited: Theories, Explorations and Analysis*. Routledge, new edition
- Gatcum, C., (2011) *Light & Shoot: 50 Fashion Photos*. ILEX
- Jade, L., (2012) *Fashion Photography 101: A Complete Course for the New Fashion Photographers*. ILEX McLean
- Kearney, M., & Weber, E., (2014) *Fashion Photography Next*. Thames and Hudson Ltd.
- Remy, P. (2014). *The Art of Fashion Photography*. Prestel
- Shinkle, E., (2012) *Fashion as Photograph; Viewing and Reviewing Images of Fashion*. I.B. Tauris
- Siegel (2008) *Thames and Hudson Fashion Photography Course: Principles, Practice, & Techniques: An Essential Guide*
- Werner, T., (2018). *The Fashion Image*. Bloomsbury Visual Arts