

Module: Introduction to Photography (BAJO-IP)
10 places ONLY. Request on Academic Study Form

Allocation of Marks: 100% Continual Assessment

Intended Module Learning Outcomes

On successful completion of this module learners will be able to:

1. Utilise the camera as a tool to visually communicate
2. Demonstrate awareness of the principals of photography and the power of imagery within the journalism industry.
3. Demonstrate a working knowledge of digital imagery and camera types available
4. Discuss the history of photojournalism within the news gathering and disseminating media.
5. Demonstrate an ability to think visually and communicate effectively within the photographic field to external audiences.
6. Demonstrate expertise and skills in image capture and use of digital software
7. Demonstrate an understanding of the relationship between image and text
8. Analyse information and experiences and formulate independent, advanced judgments
9. Competently identify and apply the basics of visual analysis methodologies
10. Understand the importance of historically specific cultural indicators in decoding visual forms of communication.
11. Show an understanding of the language of visual communication; interpreting the creative and communicative elements within an image.
12. Assess, interpret and evaluate images on different levels including culturally and historically

Module Objectives

This module is designed to give journalism learners an overall introduction to photography including technical aspects, digital imagery and the ever present significance of the photographic image within the world of journalism and the media both past and present.

The aim of this module is to increase learners' awareness and skills, both in the technical and aesthetic aspects of the photographic medium.

Learners will gain knowledge of the historical impact of the photograph within journalism. This module also serves to demonstrate the powerful relationship between image and text.

This module is designed to enable learners to explore the basic principles of photography, with the emphasis being on images within journalism.

Candidates who successfully complete this module will gain an understanding of Photoshop (or industry standard software for digital post production) and its basic tools for resolution, formatting, image capture and image manipulation.

Practical assignments will provide learners with the experience necessary to use to their advantage the digital resources available to them.

Module Curriculum

Introduction to Photography

An overall introduction to the module with an overview of photography, including, the camera, its workings, camera types, SLR, aperture, Depth of field, shutter speed. Learners will be given a technical understanding of the camera and its workings. This topic will be introduced with both technical and practical classes.

Photo Techniques

In this section learners will engage initially with a formal presentation on images of photo techniques followed by a practical class. Topics covered include; exposure, composition, shooting for the subject, sharpness and the rule of thirds. Learners are encouraged to get to know the camera and fully utilise the manual settings to gain control over their images.

Introduction to Reading & Understanding Photographic Images

This section of the module will introduce learners to the notion of reading images within a specific context. Most the images reviewed and discussed in lectures will be related to Photojournalism. An important part of this introductory lecture is a description of common ethical principles in relation to photojournalism and ethics.

Photojournalism

This topic aims to help learners develop an understanding of Photojournalism, its power and societal influence from an historical point of view up until the present day and contemporary practices. Photojournalism images are shown in formal lectures weekly to promote various discussions ranging from technical discussions to ethical debates.

Introduction to Digital Imaging

In this topic we examine the many different ways in which images are manipulated. The lecture presentation will encourage learners to engage with images that have been manipulated and discuss the notion surrounding ethics related to digital manipulation.

Digital Image Capture & Post Production

In the practical section of the module, learners will be introduced to digital software which will enable them to resize their images, use selection tools, make adjustments and understand file size and saving. Practical exercises are given to learners in order for them to practice using the software. Learners will be inducted into using digital cameras and developing their skill set of camera controls. Learners will gain an understanding of shooting at the largest file size and utilising more of the camera controls in order to make stronger images.

The psychology of Vision and Visual Language

What is human perception and interpretation of colour? A third of the human brain is devoted to vision and this is directly related to how we understand the world around us, this lecture introduces the psychology of perception.

The Nude – Representations of Women in the History of Art and the Media

Analysis of the way Berger discusses the way women are seen in a different way than men within culture, this is analyzed through the history of oil painting and the media. The concept of objectification is introduced and how this myth continues to evolve throughout history.

Introduction to John Bergers Ways of Seeing

Berger writes about how we read images in culture. In this lecture we analyze photography and painting in relation to text. Berger claims "It is seeing which establishes our place in the surrounding world; we explain that world with words, but words can never undo the fact that we are surrounded by what we see"

Notes on the Gaze

A focus on power relationships implied by the various practices of looking. An analysis of the way that the gaze is constructed to please the specator within cinema and advertising. Introduction to the concept of voyeuristic pleasure.

The Importance of the Medium

A discussion of the importance of the material nature of representation in its influence on how it is read or understood.

The Rhetoric of the Image

A discussion of Roland Barthes' use of semiotics to decode visual communication. An introduction to the science of signs. How they can take the form of words, visual images and sounds. Saussure's categories of the signifier and the signified.

The Importance of the Medium

What is photography, what are its particular qualities? Discussion of the importance of the material nature of representation in its influence on how it is read or understood.

Discussion of the Work of Contemporary Photographers

Attempts to tackle the problematic theories of photographic representation.