



**Faculty of Journalism and
Visual Media
Module Descriptions Autumn 2016**

Courses: BA (Hons) in Journalism & Visual Media
BA in Photographic Media

STAGE 2

Module: Advanced Photography (BAJH-AP)

Allocation of Marks: 100% Continual Assessment

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Create studio-based imagery, relevant and ready for compositing into advanced imagery.
2. Create a workflow using actions allowing for efficient photographic practice.
3. Use industry-standard software to enhance images to a marketplace level.

Module Objectives

Advanced Photography follows on from the Introduction to Photography in Year 1. Here the learner is offered an advanced generic skills base in applied photography. The emphasis is on acquiring and advancing skills through a practical course. The photographer will require a wide-ranging battery of skills and techniques if they are to fully contribute to the creative exploitation of the image. To this end, this module concentrates on the development and practice of these skills.

Module Aims

This module is intended to significantly increase the learners' skills base, bringing their work to a higher standard of expertise and artistry. Studio lighting and digital imaging techniques using industry-standard software will form the main body of the module. A more practical approach will increase the learner photographers' confidence in their own underpinning knowledge.

Module Curriculum

Studio Lighting 1

Electrical and physical safety in the studio, setting up and operating studio flash units, employing attachments, bouncing and diffusing lights.

Studio Lighting 2

Basic lighting set-ups; direction, quality and intensity, multiple firing to increase power, measurement. Lighting for still-life, simple 'pack shot', 'product shot', table top, lighting for mood, coloured light. Lighting people, portraiture, fashion.

Studio Lighting 3

A guided practical session giving learners hands-on experience under supervision.

Studio Lighting 4

A more advanced practical session, expanding on last week's experiences. Concepts and themes.

Handflash

Manual, auto, dedicated, wireless flash triggering.

Feedback and Review

Proposals discussed, peer review of practice to date, technical queries.

Introduction to Photoshop for photographers.

General introduction to Photoshop.

The toolbar and Image Adjustments. Filters menu.

Digital Camera Usage and Workflow

File formats. RAW. White balance. Resolution. Storage devices.

Digital Darkroom

Retouching tools and applications.

Cropping & Re-sizing, Actions, Styles. Practical demonstration.

Practical

Time in which to shoot the necessary exteriors. Lecturer on duty.

Feedback and Review

Group crit session before final submission.

Hand-in and Feedback.