

<b>Module Title</b>	Self Publishing and the Photobook
<b>Programme(s)/Course</b>	BA (Hons) Photography
<b>Level</b>	5
<b>Semester</b>	2
<b>Ref No:</b>	
<b>Credit Value</b>	CAT Points 20
<b>Student Study hours</b>	Contact hours: 48 Student managed learning hours: 160
<b>Pre-requisite learning</b>	None
<b>Co-requisites</b>	None
<b>Excluded combinations</b>	None
<b>Module Coordinator [Name + e mail address]</b>	TBC
<b>Parent Department</b>	Department of Arts & Media
<b>Parent Course</b>	
<b>JACS Code</b>	
<b>Description [100 words max]</b>	In recent years developments in digital technology and advances in home printing and print on demand services have led to a rapid increase in photographers self publishing books, outside of the traditional publishing models. At the same time independent and mainstream publishing houses have all so increased their output of photobooks. In this module students will explore the photobook as a means for disseminating work and creating an audience. Each student will photograph, design and create a photobook. Collectively they will host an event at which their books can be seen and can be purchased by an audience.
<b>Aims</b>	The unit aims to: 1) Develop an understanding of the self-publishing culture. 2) Learn about the photobook as a publishing model practiced by artists /photographers throughout history and as a contemporary format. 3) Develop the ability to plan and realise photographic projects that are conceptually suited to the photobook as a final outcome. 4) Develop skills related to the structure and design of the photobook, learning how to work with concepts such as group, series and sequence, text and image, and design principals.
<b>Learning outcomes</b>	<b>At the end of this module students will be able to:</b> 1) Demonstrate an understanding of the historic and contemporary role of the photo book in the dissemination and promotion of photographers work. 2) Propose and develop a coherent body of photographic work that engages conceptually with the photo book as the context for the work.

	<p>3) Make use of suitable techniques and processes to edit, design and create a hand made or print on demand photobook.</p> <p>4) Demonstrate the ability to operate as a self publisher, utilising web platforms to disseminate and publicise the photo book.</p>
<b>Assessment Criteria linked to (LO)</b>	<p><b>1)</b> The workbook contains annotated research demonstrating an understanding of the historic and contemporary role of the photo book in the dissemination and promotion of photographers work.</p> <p><b>2)</b> The workbook demonstrates the development of a coherent body of photographic work that engages conceptually with the photo book as the context for the work.</p> <p><b>3)</b> The completed photobook contains a coherent body of photographic work that engages conceptually with the photo book as the context for the work, and the use of suitable techniques and processes to edit, design and create a hand made or print on demand photobook.</p> <p><b>4)</b> The student has made use of web platforms to disseminate and publicise their photobook</p>
<b>Employability</b>	<p>The photobook is an area of photographic practice used by both commercial, documentary and fine art photographers to disseminate their work to an audience. Some photographers use photobooks as portfolios to show their projects to clients, while for others the photobook is the final outcome of their work. Self publishing has allowed photographers to build an audience for their work.</p>
<b>Teaching &amp; Learning Pattern</b>	<p>Lectures will introduce students to key historic and contemporary movements within photography and publishing, to self publishing culture, and to a range of different photobooks.</p> <p>Workshops will teach programming skills for self publishing packages (inDesign etc)</p> <p>Workshops will teach bookbinding skills</p> <p>Group tutorials will provide feedback on the development of students projects.</p>
<b>Indicative content</b>	<p>The history of photobook publishing</p> <p>Contemporary photobook publishing</p> <p>Form and content in the photobook</p> <p>Text and Image</p> <p>Layout and book design</p> <p>Storytelling, narrative and sequence</p> <p>Editioning</p> <p>Selfpublishing models</p>
<b>Assessment method (Please give details – elements, weightings, sequence of elements, final component)</b>	<p><b>CW1 (100%): Portfolio consisting of</b></p> <ul style="list-style-type: none"> <li>- A resolved photobook</li> <li>- A physical workbook recording students research and development</li> </ul>
<b>Indicative Reading</b>	<p><b>CORE READING: (5)</b></p> <ul style="list-style-type: none"> <li>• Badger, G. and Parr, M. <i>The Photobook: A History: vol.1</i> (2004), <i>vol.2</i> (2006), United Kingdom: Phaidon Press.</li> <li>• Badger, G. and Parr, M. (2014). <i>The Photobook: A History: vol.3</i>. United Kingdom: Phaidon Press.</li> </ul>

	<ul style="list-style-type: none"> <li>• Bello, P.D., Wilson, C. and Zamir, S. (2012). <i>The Photobook: From Talbot to Ruscha and Beyond</i>. United Kingdom: I.B.Tauris.</li> <li>• Haslam, A. (2006). <i>Book Design</i>. United Kingdom: Laurence King Publishing.</li> <li>• Spiekermann, E. (2013). <i>Stop Stealing Sheep &amp; Find Out How Type Works</i>. 2nd ed. United States: Adobe Press,U.S..</li> </ul> <p><b>OPTIONAL READING: (10)</b></p> <ul style="list-style-type: none"> <li>• Brouws, J., Burton, W. and Zschiegner, H. (2013). <i>Various Small Books: Referencing Various Small Books by Ed Ruscha</i>. United States: MIT Press.</li> <li>• Chandler, D. (2010). Paul Graham - Beyond Caring. Books on Books 9. United States: Errata Editions.</li> <li>• Evans, W. (2010). <i>Walker Evans - American Photographs</i>. Books on Books. 2nd ed. United States: Errata Editions.</li> <li>• Fernandez, H. (2012). <i>The Latin American Photobook</i>. United States: Aperture.</li> <li>• Gierstberg, F. and Suermondt, R. (2012). <i>The Dutch Photobook: A Thematic Selection from 1945 Onwards</i>. United States: Aperture.</li> <li>• Himes, D. (2011). <i>Publish Your Photography Book</i>. United States: Pr.</li> <li>• Harkins, M. (2011). <i>Basics Typography 02: Using Type</i>. Switzerland: AVA Publishing SA.</li> <li>• Kaneko, R. and Vartanian, I. (2009). <i>Japanese Photobooks of the 1960s and '70s</i>. United States: Aperture.</li> <li>• Pfrunder, P. and Schweiz, F. (2011). <i>Swiss Photobooks from 1927 to the Present: A Different History of Photography</i>. Switzerland: Lars Muller Publishers.</li> <li>• Ristelhueber, S. (2009). <i>Sophie Ristelhueber: Fait</i>. United States: Errata Editions.</li> </ul>
<p><b>Other Learning Resources</b></p>	<ul style="list-style-type: none"> <li>• University Virtual Learning Environment: Module moodle site</li> <li>• <a href="http://abcoop.tumblr.com">http://abcoop.tumblr.com</a></li> <li>• <a href="http://haveanicebook.com">http://haveanicebook.com</a></li> <li>• <a href="http://www.selfpublishbehappy.com">http://www.selfpublishbehappy.com</a></li> <li>• <a href="http://www.littlebrownmushroom.com">http://www.littlebrownmushroom.com</a></li> <li>• DVD - Wetzel, G. and Adolph, J. (2010). <i>How to Make a Book with Steidl</i>. Germany: Steidl Verlag.</li> </ul>