

Stage 2

Module title	Photography and Video
Semester (semester1/semester2 if applicable)	Semester 2
Module credit number of units	5 ECTS
Assessment	100% Continuous Assessment

Module aims and objectives

The aim of the module is to enable learners to develop skill in Photography and Video so they can apply them to their design projects. The objectives are to enable the learner to develop skill in the use of the digital camera for photography and video and explore industry standards in this area. It will introduce the basic principles of photography and video with the emphasis being on images within their design studio practice.

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

1. Work effectively in a team and independently to project manage a shoot to demonstrate appropriate skills in studio/location and lighting setup, utilising the equipment and the camera types.
2. Demonstrate a practical knowledge of digital editing and manipulation for photography with effective visual communication skills.
3. Demonstrate the understanding and the basic skills required produce a short creative video clip.
4. Demonstrate the knowledge of basic camera and sound operations, editing software and the editorial skills necessary to tell a story in the medium of video.

Module content

Semester 1 / Week no	Topic No	Topic Name
1.1	1	Introduction Learning outcomes & Industry Application Fashion Photography – Tear Sheets Understanding Exposure - Shutter Speed & Aperture Composition (page layouts), Rule of Thirds, Colour, Angle.
1.2	2	Practical Exercises Understanding Exposure (Contd.) - Shutter Speed & Aperture <ul style="list-style-type: none">• Using the camera (cameras supplied).
1.3	2	Photo Studio Introduction to Studio Lighting (Demonstration)

		<ul style="list-style-type: none"> Equipment Review, & Health and Safety. Lighting a model on a backdrop, lighting effects.
1.4	2	Studio Contd. Working with a team Shoot production Lighting technique
1.5	2	Photo Studio – Practical Group Exercises – working in teams
1.6	3	Photoshop and image manipulation - Colour, contrast, sharpening, retouching, saving. Tear sheets and mood boards.
1.7	3	Learner Photo Shoot – CAV006 – Times tbc. Group Assignment. Photoshop and retouching contd.
1.8	3	Introduction to video: Movement, Sequencing, Coverage, Focus. Case Studies: The fashion video, behind the scenes, focus on concepts, techniques and styles of shooting Practical workshop: Video shoot basics. (Cameras supplied).
1.9	3	Week 09: Assignment 1 Submission: Photography PC LAB Introduction to post-production - Editing, cutting, Music, Publishing
1.10	3	Case studies: The fashion video, behind the scenes. Practical workshop: Location shooting
1.11	4	PC LAB Post production & Editing. Video Export
1.12	n/a	Behind the scenes' fashion videos/ practical brief. Shoot preparation. Review of learning outcomes
1.14		Week 14: Assignment 2 Submission: Video

Reading lists and other information resources

Recommended Reading:

- Hess, J., Pasztorek, S., 2010. *Graphic Design for Fashion*, Promopress.
- Samara, T., 2017. *Making and Breaking the Grid, Second Edition, Updated and Expanded: A Graphic Design Layout Workshop*, Rockport.
- Schneider, R. 2013. *Adobe for fashion: illustrator cs6*, lulu.com

Supplementary Reading

- Bryant, M.W., 2016. *Fashion drawing: illustration techniques for fashion designers*, London: Laurence King.
- Bowles, B., Isaac, C. 2012. *Digital Textile Design*, Laurence King.
- Holland, G., Jones, R., 2017 *Fashion Trend Forecasting*, Lawrence King
- Lafuente, M., 2007. *Details (Essential Fashion Illustration) Paperback*, Rockport Publishers
- Naoki Watanabe, 2009. *Contemporary Fashion Illustration Techniques*. Edition. Rockport Publishers.
- Streeter, L. B. 2010. *Essential Fashion Illustration: Digital*, Rockport.
- Udale, J. 2008. *Basics Fashion Design 02: Textiles and Fashion*. Fairchild Books AVA.