

ACCF FDFP 490 FASHION PHOTOGRAPHY

Program	Three-year course in Fashion Design
Course Title	Fotografia di moda Fashion Photography
Credits	3
Profesor	Paolo Colaiocco

Course Description	This course introduces various topics related to the language of photography, as well as the principles of art direction and research of trends for the proper construction of a photographic image of fashion. The course aims to provide students with the cultural and technical tools to design and direct the production of photographic images for the world of fashion, both as art directors and as a stylists for editorial shoots and advertising campaigns.
Learning Objectives and Outcomes	At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Identify elements of the abrand or identity of the editorial project 2. Plan and product images using the language of fashion 3. Manage photo studio equipment (computer, camera, studio flash, diffusers, reflectors, etc.) 4. Coordinate several professionals on set (photographer, designer, hair stylist and makeup artist) 5. Actively assist the professionals involved 6. Assist in editing images for the artistic direction of a project
Student Assessment	<ol style="list-style-type: none"> 1. Active particiationt during the lessons 2. Completed projects 3. Final written exam
Bibliography, Webography, Filmography	<ol style="list-style-type: none"> 1. Claudio Marra (2010) - <i>Nelle ombre di un sogno. Storie e idee della fotografia di moda</i> – BRUNO MONDADORI 2. Federica Muzzarelli (2009) - <i>L'immagine del desiderio. Fotografia di moda tra arte e comunicazione</i> - BRUNO MANDADORI

Weekly Program

Week 1	Introduction
Week 2	Seasonal timing in fashion production and short, medium and long term trends
Week 3	Review of the first project

Week 4	Review of the first project
Week 5	Basics of technical photography I
Week 6	Review of the second project
Week 7	Basics of technical photography I
Week 8	The stylist in the fashion production
Week 9	Differences between the various styles of fashion photography
Week 10	Design a fashion editorial from the mood board to the shooting
Week 11	Review of the third project
Week 12	Design a fashion editorial from the mood board to the shooting
Week 13	Final test
Week 14	Review of projects done