

Course Title:	ACCF PTFP 590: Fashion Photography	
Department:	Photography	
Instructor:	Paolo Colaiocco	
Prerequisites:	None	
Credits:	3	
Course Objectives:	This course aims to provide students with the cultural and technical tools needed to design and direct the production of photographic images for the world of fashion, whether as art directors of their own collections or as stylists for fashion shoots and advertising campaigns.	
Course Description:	During the course, various topics related to the language of photography will be discussed, in addition to the principles of art direction and the research of trends for the proper construction of photographic fashion images.	
Student Assessment:	Students will be assessed on: 1. the results of oral tests during the lessons, and 2. their video projects.	
Learning Outcomes:	At the end of the course the student will be able to: 1. Recognize identifying elements of a brand or publishing project; 2. Plan and produce images using the language of fashion; 3. Manage the equipment of the photo studio (computer, camera, studio flash, diffusers, reflectors, etc.); 4. Coordinate the work of several professional on the set (photographer, designer, hair stylist and makeup artist); 5. Actively manage the professionals involved; 6. Act as artistic director in the editing of the images produced.	
Course Outline:	Week	Topic
	Week 1	Introduction to the course
	Week 2	Seasonal timing in fashion production and short, medium and long term trends
	Week 3	Differences among the production of an advertising campaign, a lookbook and an editorial
	Week 4	Review of the first project

	Week 5	The role of the mood board in fashion shoots
	Week 6	Archetypes and brand identity
	Week 7	Review of the second project
	Week 8	The stylist in fashion photography production
	Week 9	Differences among the various fashion styles
	Week 10	Designing a fashion editorial from mood board to shooting
	Week 11	Basics of technical photography I
	Week 12	Basics of technical photography II
	Week 13	Final exam
	Week 14	Projects review
Bibliography:	<p>Marra, Claudio. <i>Nelle ombre di un sogno. Storie e idee della fotografia di moda</i>. Ed. Bruno Mondadori, 2010.</p> <p>Muzzarelli, Federica. <i>L'immagine del desiderio. Fotografia di moda tra arte e comunicazione</i>. Ed. Bruno Mondadori, 2009.</p>	