

Course unit title:	PHOTOGRAPHIC DESIGN 2				
Course unit code:	AART209				
Type of course unit:	Elective				
Level of course unit:	Bachelor				
Year / Semester of study:	3 rd , 4 th / Fall, Spring				
Number of ECTS credits allocated :	5	Lectures p/w:	3	Labs p/w:	0
Instructor(s)	Ms Christiana Constantinou				
Aim of the Course	<p>Aim of the course and core objectives are:</p> <p>Develop capacity to use analytical and creative thinking in designing with photography.</p> <p>Gain ability to understand and appreciate the power of meanings conveyed through the photographic image in order to use them responsibly.</p> <p>Recognize the value of the medium as an art form and a vehicle of ideas and develop the ability to decode sophisticated concepts into visuals.</p> <p>Gain skills to explore, exploit and become proficient in the use of photography both its craft and technology.</p> <p>Acquire thorough grounding in photography in all its aspects in relation to art and design and confidence to direct others in its use.</p> <p>Demonstrate a range of interpersonal skills and self-critical abilities while using the medium as a means of personal development and aspiration within the framework of art and design.</p> <p>Demonstrate skills to produce a creative and original body of work within the art and design process.</p>				
Learning outcomes of the course unit:	<p>Students should be able to:</p> <p>Technical knowledge:</p> <ul style="list-style-type: none"> • Develop further knowledge related to photographic vocabulary, technique and equipment. • Get inspired to explore and exploit skills, in order to become proficient in the use of photography both its craft and technology. • Get familiar with advance studio lighting. <p>The research process:</p> <ul style="list-style-type: none"> • Welcome research activity and participate in group discussions and analysis of research. • Employ research methodology and explore research in order to gain information, inspiration and find answers in communication problems. • Identify advance knowledge of key concepts, movements and styles and recognize significant photographers and their work. • Look at contemporary photographic image and analyze the codes used to create illustrative and clear meanings. 				

	<ul style="list-style-type: none"> • Identify the power of photographic image while appreciate the infinite variety of perception, interpretation and execution photography medium offers. <p>The project process:</p> <ul style="list-style-type: none"> • Undergo project briefing, written and verbal analysis. • Analyse project tasks and requirements. • Use brainstorming sessions and build inspired personal research to visualize fresh ideas. • Engage and develop visual diaries with gathered information, observations, personal visual experimentation, sketches with ideas and thoughts in order to expand on ideas and develop personal expression and individuality. • Apply photographic experimentation in order to develop personal expression and to translate sophisticated concepts into photographic illustrations. • Get encouraged to utilize studio facilities and to develop confidence in its use. • Stress and identify the importance of interpretation and execution in photographic process. • Visualize and decode sophisticated concepts into visual forms, while solving communication and technical issues with confidence. • Recognise that critical mind and individuality are essentials in personal development. • Present final photographic illustrations considering the communication and execution process, conceptual thinking, individuality and critical mind, as well the printing techniques and presentation level. • Participate in group critiques with critical mind. • Receive feedback for the assessments presentation. 		
Prerequisites:	AART208	Co-requisites:	None
Course contents:	<p>Photographic design II will stand as an important element towards the students' design practice. The significance of the photographic image will be mediated in practice through critical analysis of the codes and conventions used to organize pictorial meanings. Students will develop a range of interpersonal skills and self-critical abilities while using the medium to produce a creative and original body of work within the art and design process.</p>		
Recommended and/or required reading:			
Textbooks:	<p>In Camera: Perfect Pictures Straight Out of the Camera; Ilex Press, Mar 2017</p> <p>Fifty Paths to Creative Photography (The Photographer's Eye); Ilex Press, 2016</p> <p>Studio Photography and Lighting: Art and Techniques, Christian Hough; The Crowood Press Ltd, 2013</p> <p>Capturing Light: The Heart of Photography by Michael Freeman; Focal Press, 2014</p> <p>Studio Anywhere: A Photographer's Guide to Shooting in Unconventional Locations, Nick Fancher; Peachpit Press, 2015</p> <p>Photography: A Critical Introduction, Liz Wells; Routledge, 2015</p> <p>Understanding a Photograph, John Berger; Penguin Classics, 2013</p>		

	<p>Art Photography, David Bate; Quadrille Publishing Ltd, 2015</p> <p>The Photograph as Contemporary Art (World of Art), Charlotte Cotton ; Thames and Hudson Ltd, 2014</p> <p>The Genius of Photography, Gerry Badger; Quadrille Publishing Ltd, 2014</p> <p>Family Photography Now, Sophie Howarth, Stephen McLaren; Thames and Hudson Ltd, 2016</p> <p>Life on Instagram (Photography), Penguin Uk ; Particular Books, 2016</p> <p>Selfie: The Changing Face of Self Portraits, Susie Brooks; Wayland, 2017</p>
References:	<ol style="list-style-type: none"> 1. http://www.digitalcameraworld.com 2. http://www.lightstalking.com 3. http://www.dpreview.com 4. http://flakphoto.com/ 5. http://viipphoto.com/ 6. http://www.fstopmagazine.com/ 7. http://deepsleep.org.uk/ <p>Visual contemporary references on magazines like: Black & White, Digital photographer, Popular photographer, Shots, Blur, Aperture, Wallpaper, The Face, Wired, Design, Blind Spot, I-D, Foam, Dazed & Confused, Art & Culture, Spread Art Culture, Elephant, Juxtapoz etc</p>
Planned learning activities and teaching methods:	<p>Extended project briefings: Briefs and supplementary worksheets that clearly describe the project’s subject matter, learning outcomes, requirements, deadlines and recommended references.</p> <p>Studio based and other workshops: Photo-Studio, Indoor and Outdoor Designed demonstrations of specialized techniques, including students’ observation and participation.</p> <p>Tutorials: Individual and/or group tutoring and guidance, supplementary of the scheduled classes and studio-hours.</p> <p>Visual Presentations: Formal presentations of visual information and knowledge, as well as theoretical elaboration to encourage critical discourse and discussion.</p> <p>Photographic outings: Make photographic excursions and visits to relevant resource and reference centers.</p> <p>E-learning Presentations: Students have access to electronically based learning and teaching where lectures are made available to them online as well as additional references to documentaries, videos and links of interest related to visual communication.</p> <p>Group critiques: Students’ presentation of project outcomes stimulating group discussion and evaluation.</p> <p>Independent Study: Unsupervised personal research, realization and manipulation of project work. Emphasis on self and time management.</p>
Assessment methods and criteria:	<p>Assessments are both formative and summative. Summative assessments will occur at the conclusion of a project and during the final assessments. The standards of quality in students work are based on:</p> <ul style="list-style-type: none"> • Evidence of thought, care and effort demonstrated in the work; • An understanding of the elements of arts and the principles of photography;

	<ul style="list-style-type: none"> • Proper use of materials and equipment. • Finished work necessary to meet requirements; • Research and experimentation in a sketchbook; • Attention during lectures, directions and demonstrations; • Participation in class critiques; • Presentation skills <p>Participation is very important due to the nature of the course. The 'in class' procedure is vital in order to complete the project requirements through the exercise process and the personal tutorials that take place.</p> <p>At the final assessments students must provide evidence of oral communication and presentation, explaining their experimentation, methodology and research.</p> <p>Assessment Criteria:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">Research and Methodology</td> <td style="text-align: right;">-20%</td> </tr> <tr> <td>Experimentation and analysis</td> <td style="text-align: right;">-20%</td> </tr> <tr> <td>Production competency and Design Intelligence</td> <td style="text-align: right;">-40%</td> </tr> <tr> <td>Class Participation / activities</td> <td style="text-align: right;">-10%</td> </tr> <tr> <td>Time management and Presentation</td> <td style="text-align: right;">-10%</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">100%</td> </tr> </table>	Research and Methodology	-20%	Experimentation and analysis	-20%	Production competency and Design Intelligence	-40%	Class Participation / activities	-10%	Time management and Presentation	-10%	Total:	100%
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Language of instruction:	English												
Work placement(s):	No												