

Course unit title:	<b>Fashion Photography</b>				
Course unit code:	AFDI 306				
Type of course unit:	Required				
Level of course unit:	Bachelor				
Year / Semester of study:	3 (6th semester)				
Number of ECTS credits allocated :	6	Lectures p/w:	-	Labs p/w:	3
Instructor(s)	Nicolas Lambouris				
Aim of the Course	<p><b>Aim of the course and core objectives are to:</b></p> <p>Understand key concepts, styles and trends in the discipline and develop critical thinking and analytical skills.</p> <p>Gain capacity to apply research and methodology approaches for both visual and concept development.</p> <p>Acquire confidence in the use of photography, both its craft and technology, and create fashion images with concern for quality.</p> <p>Develop competence in organization and management a photographic shooting independently, collaboratively and/ or as a member of a team.</p> <p>Expand post production skills for image enhancement.</p> <p>Develop the skills to produce a creative and original body of work in the fashion photography context.</p> <p>Demonstrate a range of interpersonal skills and self critical abilities when using the medium as a means of personal development and aspiration within the framework of fashion design.</p>				
Learning outcomes of the course unit:	<p><b>Students should be able to:</b></p> <p><b>Technical knowledge:</b></p> <ul style="list-style-type: none"> <li>● Develop further understanding related to photographic vocabulary, technique and equipment.</li> <li>● Make basic adjustments in a digital photograph using the appropriate means and tools.</li> <li>● Expand knowledge of key technical elements and get confident in the use of photography, both its craft and technology.</li> <li>● Get familiar with advance studio lighting.</li> </ul> <p><b>The research process:</b></p> <ul style="list-style-type: none"> <li>● Analysis and description on fashion photography and Image.</li> <li>● Understand Information on fashion photographers and their work in reference to technique, philosophy, concepts and idea of beauty. How these visual styles have influenced current styles (techniques used visual style example of images).</li> <li>● Apply research methodologies in order to visualize and organize a fashion</li> </ul>				

	<p>photo shoot.</p> <ul style="list-style-type: none"> <li>• Retrieve and explore personal research.</li> <li>• Participate in group discussions and analysis of research.</li> </ul> <p><b>The project process:</b></p> <ul style="list-style-type: none"> <li>• Undergo project briefing, written and verbal analysis.</li> <li>• Engage and develop visual personal research with personal visual experimentation, sketches with ideas and thoughts in order to expand on ideas and develop personal expression and individuality.</li> <li>• Apply photographic experimentation in order to develop personal expression and employ skills appropriate to the fashion production.</li> <li>• Manage fashion photo shoots, independently and / or as a member of a team.</li> <li>• Solve communication and technical problems skilfully.</li> <li>• Use the photographic skills learned to communicate with ideas and portray developed concepts with the camera use.</li> <li>• Post-production: practise digital retouching for image enhancement.</li> <li>• Recognize the printing techniques and the importance of presentation level.</li> <li>• Present final fashion photographs with concern for quality.</li> <li>• Participate in group critiques with critical mind.</li> <li>• Receive feedback for the assessments presentation.</li> </ul>		
Prerequisites:	AART119	Co-requisites:	None
Course contents:	<p>Fashion photography course aims to guide students through an advance level of technical concepts and artistic challenges with a focus on fashion. Students will explore the analytical, creative and technical potential of fashion photography, both in the studio and on location. Students will develop the skills, confidence and imagination required to manage photographic shoots while producing a creative and original body of work.</p>		
Recommended and/or required reading:			
Textbooks:	<p>Photography Q&amp;A: Real Questions. Real Answers, Series: Voices That Matter, New Riders, 2013</p> <p>MasterMind: Art Direction, Fashion Styling, and Visionary Photography Visionary, 2011 by Workshop Ltd Viction</p> <p>The Art of Photography: An Approach to Personal Expression, Rocky Nook, 2010</p> <p>Art Photography Now, by Susan Bright, Thames &amp; Hudson, 2011</p> <p>Masterclass: Professional Studio Photography, Rocky Nook, 2012</p> <p>Image makers, Image Takers, Anne-Celine Jaeger, Thames &amp; Hudson, 2008</p> <p>The Art of Fashion Photography Hardcover, by Patrick Remy , Schirmer/Mosel; 2014</p> <p>Mastering the Model Shoot: Everything a Photographer Needs to Know Before, During, and After the Shoot (Voices That Matter), Peachpit Press;</p>		

	<p>2013</p> <p>Dynamic Posing Guide: Modern Techniques for Digital Photographers, Wiley, 2013</p> <p>Art and Photography, by David Company, Phaidon Press, 2012</p> <p>Gregory Heisler: 50 Portraits: Stories and Techniques from a Photographer's Photographer, Amphoto Books; 2013</p>
References:	<ol style="list-style-type: none"> <li>1. <a href="http://www.digitalcameraworld.com">http://www.digitalcameraworld.com</a></li> <li>2. <a href="http://www.lightstalking.com">http://www.lightstalking.com</a></li> <li>3. <a href="http://www.dpreview.com">http://www.dpreview.com</a></li> </ol> <p>Visual contemporary references on magazines like: Black &amp; White, Digital photographer, the photographer, Shots, Blur, Aperture, Wallpaper, The Face, Wired, Design, Vanity Fair, Harper's Bazaar, Vogue, Allure, I-D, Fashion, Hype, Surface, Dazed &amp; Confused, Art &amp; Culture, Spread Art Culture, Elephant, Juxtapoz</p>
Planned learning activities and teaching methods:	<p><b>Extended project briefings:</b> Briefs and supplementary worksheets that clearly describe the project's subject matter, learning outcomes, requirements, deadlines and recommended references.</p> <p><b>Studio based and other workshops:</b> Photo-Studio, Indoor and Outdoor Designed demonstrations of specialized techniques, including students' observation and participation.</p> <p><b>Tutorials:</b> Individual and/or group tutoring and guidance, supplementary of the scheduled classes and studio-hours.</p> <p><b>Visual Presentations:</b> Formal presentations of visual information and knowledge, as well as theoretical elaboration to encourage critical discourse and discussion.</p> <p><b>Photographic outings:</b> Make photographic excursions and visits to relevant resource and reference centers.</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"> <li>• Evidence of thought, care and effort demonstrated in the work;</li> <li>• An understanding of the elements of arts and the principles of photography;</li> <li>• Proper use of materials and equipment.</li> <li>• Finished work necessary to meet requirements;</li> <li>• Research and experimentation in a sketchbook;</li> <li>• Attention during lectures, directions and demonstrations;</li> <li>• Participation in class critiques;</li> <li>• Presentation skills</li> </ul> <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</p>

	<p>communication and presentation, explaining their experimentation, methodology and research.</p> <p><b>Assessment Criteria:</b></p> <table data-bbox="363 405 1133 651"> <tr> <td>Research and Methodology</td> <td>-15%</td> <td></td> </tr> <tr> <td>Experimentation and Analysis</td> <td>-15%</td> <td></td> </tr> <tr> <td>Production competency and Solution</td> <td>-40%</td> <td></td> </tr> <tr> <td>Class Participation / activities:</td> <td></td> <td>-10%</td> </tr> <tr> <td>Time management and Presentation</td> <td>-20%</td> <td></td> </tr> <tr> <td><b>Total:</b></td> <td></td> <td><b>100%</b></td> </tr> </table>	Research and Methodology	-15%		Experimentation and Analysis	-15%		Production competency and Solution	-40%		Class Participation / activities:		-10%	Time management and Presentation	-20%		<b>Total:</b>		<b>100%</b>
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Language of instruction:	English																		
Work placement(s):	No																		