

Course unit title:	<b>PHOTOGRAPHIC DESIGN 1</b>				
Course unit code:	AART208				
Type of course unit:	Elective				
Level of course unit:	Bachelor				
Year / Semester of study:	3 <sup>rd</sup> , 4 <sup>th</sup> / Fall, Spring				
Number of ECTS credits allocated :	6	Lectures p/w:	3	Labs p/w:	0
Instructor(s)	Ms Christiana Constantinou				
Aim of the Course	<p><b>Aim of the course and core objectives are:</b></p> <p>Gain competence to apply personal research and methodology approaches in order to expand on ideas and develop personal expression and individuality.</p> <p>Expand knowledge of key technical elements and get confident in the use of photography, both its craft and technology within the art and design process.</p> <p>Gain ability to use the photography medium as a means of design in the communication process.</p> <p>Develop a critical understanding at the various aspects of the visual culture photography is embedded in and to appreciate the significance of the medium as a vehicle of communication.</p> <p>Demonstrate concern for quality and ability to solve visual communication problems.</p> <p>Develop 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>				
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 knowledge related to photographic vocabulary, technique and equipment.</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>• Welcome research activity and participate in group discussions and analysis of research.</li> <li>• Retrieve and explore personal research.</li> <li>• Analyse visual research and identify the codes used in achieving clear communication, in the art and design process.</li> <li>• Analyse visual material and identify the various aspects of the visual culture photography is embedded in and consider the significance of the medium as a vehicle of communication.</li> <li>• Understand the differing functions of photographically generated image and develop</li> </ul>				

	<p>a critical approach to its use and application.</p> <p><b>The project process:</b></p> <ul style="list-style-type: none"> <li>• Undergo project briefing, written and verbal analysis.</li> <li>• Analyse project tasks and requirements.</li> <li>• Encouraged to use brainstorming sessions and build inspired personal research to visualize fresh ideas.</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 to decode ideas into visual forms through the photographic medium.</li> <li>• Stress and recognise the importance of interpretation and execution in photographic process.</li> <li>• Solve communication and technical problems skilfully.</li> <li>• Recognize the printing techniques and the importance of presentation level.</li> <li>• Present final photographic illustrations considering the communication and execution process, personal expression and conceptual thinking, as well to presentation level.</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>Students are introduced to photographic design I direction through small group workshops supported by staff. Technical instruction includes flash photography, advance studio lighting techniques and developing students' confidence in recording, visualizing and articulating innovated ideas through the photographic medium. Students will be given assignments in which they will have to solve communication problems. Personal expression and conceptual thinking will be developed.</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"> <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> <li>4. <a href="http://flakphoto.com/">http://flakphoto.com/</a></li> <li>5. <a href="http://viipphoto.com/">http://viipphoto.com/</a></li> <li>6. <a href="http://www.fstopmagazine.com/">http://www.fstopmagazine.com/</a></li> <li>7. <a href="http://deepsleep.org.uk/">http://deepsleep.org.uk/</a></li> </ol> <p>Visual contemporary references on magazines like: Black &amp; White, Digital photographer, Popular photographer, Shots, Blur, Aperture, Wallpaper, The Face, Wired, Design, Blind Spot, I-D, Foam, Dazed &amp; Confused, Art &amp; Culture, Spread Art Culture, Elephant, Juxtapoz etc</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> <p><b>E-learning Presentations:</b> 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><b>Group critiques:</b> Students' presentation of project outcomes stimulating group discussion and evaluation.</p> <p><b>Independent Study:</b> 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"> <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> </ul>

	<ul style="list-style-type: none"> <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 communication and presentation, explaining their experimentation, methodology and research.</p> <p><b>Assessment Criteria:</b></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><b>Total:</b></td> <td style="text-align: right;"><b>100%</b></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%	<b>Total:</b>	<b>100%</b>
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Language of instruction:	English												
Work placement(s):	No												