

Course Title	FASHION PHOTOGRAPHY				
Course Code	FDI304				
Course Type	Required				
Level	Bachelor				
Year / Semester	Year 3 / Semester 6				
Teacher's Name	Nicolas Lambouris				
ECTS	6	Lectures / week	2	Laboratories / week	1
Course Purpose and Objectives	<p>Aim of the course and core objectives are to:</p> <ol style="list-style-type: none"> 1. Understand key concepts, styles and trends in the discipline and develop critical thinking and analytical skills. 2. Gain capacity to apply research and methodology approaches for both visual and concept development. 3. Acquire confidence in the use of photography, both its craft and technology, and create fashion images with concern for quality. 4. Develop competence in organization and management a photographic shooting independently, collaboratively and/ or as a member of a team. 5. Expand post production skills for image enhancement. 6. Develop the skills to produce a creative and original body of work in the fashion photography context. 7. 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. 				
Learning Outcomes	<p>Students should be able to:</p> <p>Technical knowledge (subject):</p> <ol style="list-style-type: none"> 1. Develop further understanding related to photographic vocabulary, technique and equipment. 2. Make basic adjustments in a digital photograph using the appropriate means and tools. 3. Expand knowledge of key technical elements and get confident in the use of photography, both its craft and technology. 4. Get familiar with advance studio lighting. <p>The research process (subject):</p> <ol style="list-style-type: none"> 1. Analysis and description on fashion photography and Image. 2. 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). 3. Apply research methodologies in order to visualize and organize a fashion photo shoot. 4. Retrieve and explore personal research. 				

	<p>5. Participate in group discussions and analysis of research.</p> <p>The project process:</p> <ol style="list-style-type: none"> 1. Undergo project briefing, written and verbal analysis. 2. 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. 3. Apply photographic experimentation in order to develop personal expression and employ skills appropriate to the fashion production. 4. Manage fashion photo shoots, independently and / or as a member of a team. 5. Solve communication and technical problems skilfully. 6. Use the photographic skills learned to communicate with ideas and portray developed concepts with the camera use. 7. Post-production: practise digital retouching for image enhancement. 8. Recognize the printing techniques and the importance of presentation level. 9. Present final fashion photographs with concern for quality. 10. Participate in group critiques with critical mind. 11. Receive feedback for the assessments presentation. 		
Prerequisites	FDI 104	Required	None
Course Content	<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>		
Teaching Methodology	<p>The taught part of the course is delivered through lectures and visual presentations. Extensive project briefing, analysis and visual examples are part of the content. Through in-class practical design workshops and short exercises, students are encouraged to experiment and expand their creative vision. Group critiques of student's work allow for a thorough examination of the class progress, whilst at the same time student receive acute feedback on their work. Creative use of computer design software, along with alternative creative methods and mediums (photography, sketching, drawing etc.) students are further guided in developing their work. The e-learning site of the course also is a vital tool in the course as besides the various references available, the students can download presentations of lectures from the class.</p>		
Bibliography	<ol style="list-style-type: none"> 1. Squiers, C., Aletti, V., Garner, P., Hartshorn, W., Avedon, R., <i>Avedon Fashion 1944-2000</i>. Harry N. Abrams, 2009. ISBN: 9780810983892 2. Workshop Ltd Viction, <i>Behind Collections: Graphic Design for Fashion</i>. Victionary, 2015. ISBN: 9789881222749 3. Testino, M., <i>Mario Testino: In Your Face</i>. Taschen, 2015. ISBN: 9783836557979 4. Savini, D., <i>Masterclass: Professional Studio Photography (Masterclass (Rocky Nook)) 1st Edition</i>. Rocky Nook, 2012. ISBN: 9781937538071 5. Doorhof, F., <i>Mastering the Model Shoot: Everything a Photographer Needs to Know Before, During, and After the Shoot (Voices That Matter)</i>. New Riders, 2013. ISBN: 9780321968166 		

	<ol style="list-style-type: none"> 6. Workshop Ltd Viction, <i>MasterMind: Art Direction, Fashion Styling, and Visionary Photography</i>. Victionary, 2011. ISBN: 9789881943866 7. Valenzuela, R., <i>Picture Perfect Lighting: An Innovative Lighting System for Photographing People</i>. Rocky Nook, 2016. ISBN: 9781937538750 8. Valenzuela, R., <i>Picture Perfect Posing: Practicing the Art of Posing for Photographers and Models (Voices That Matter)</i>. New Riders, 2014. ISBN: 9780321966469 9. Fancher, N., <i>Studio Anywhere: A Photographer's Guide to Shooting in Unconventional Locations</i>. Peachpit Press, 2015. ISBN: 9780134084176 10. Phaidon Editors, <i>The Fashion Book</i>. Phaidon Press, 2016. ISBN: 9780714871073 11. Conde Nast, MacSweeney, E., Bowles, H., Wintour, A., <i>Vogue: The Editor's Eye</i>. Harry N. Abrams, 2012. ISBN: 9781419704406 12. Keaney, M., <i>Fashion Photography Next, 1st Edition</i>. Thames & Hudson, 2014. ISBN: 9780500544358 13. Prestel, R., <i>The Art of Fashion Photography</i>. Prestel, 2014. ISBN: 9783791348407 14. Derrick, R., Muir, R., <i>Vogue Model: The Faces of Fashion</i>. Little, Brown Book Group, 2010. ISBN: 9781408702536 15. Blackman, C., <i>100 Years of Fashion</i>. Laurence King Publishing, 2012. ISBN: 9781856697989
<p>Assessment</p>	<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> <ol style="list-style-type: none"> 1. Evidence of thought, care and effort demonstrated in the work; 2. An understanding of the elements of arts and the principles of photography; 3. Proper use of materials and equipment. 4. Finished work necessary to meet requirements; 5. Research and experimentation in a sketchbook; 6. Attention during lectures, directions and demonstrations; 7. Participation in class critiques; 8. 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>Students' research, visual experimentation, and methodology during the semester & the two main projects is graded as follows:</p> <ul style="list-style-type: none"> ▪ Research, Methodology 20% ▪ Creative/Innovative Visual approach 20% ▪ Visual Experimentation & Project Work 40% ▪ Class Participation 10% ▪ Presentation 10% ▪ Total: 100%

	The two main semester projects carry a grade weight as follows: <ul style="list-style-type: none">- Fashion Photography Project 01: 50%- Fashion Photography Project 02: 50%
Language	English