

**Module Code:**  
**BAGD06I**

Packaging and photography

**Level:** 5

**Credit Value:** 15

**Pre-Requisites:** None

### **Module Description**

This module aims to encourage the development of a creative approach to traditional and non-traditional methods of photography in relation to packaging. The integration of knowledge and skills is an important element of this module, encompassing historical and contemporary precedents, digital photography, traditional wet photography, three dimensional construction and print technologies.

### **Learning Outcomes**

On successful completion of this module students will be able to:

1. Investigate and develop creative approaches to the integration of typography, digital photography and 3D structures.
2. Apply the appropriate health and safety awareness to all aspects of the photographic equipment and workshop methodologies.
3. Produce a range of material investigations into the nature of digital photographic image manipulation, commercial print and substrates.
4. Demonstrate knowledge and creativity through the use of image and 3D construction.
5. Evidence awareness of contemporary and historical precedents.

### **Indicative Content**

- Exploring the wide range of media used for recording observations.
- Analysis (written and visual) of recorded observations.
- Investigating the potential of photography on 3D surfaces.
- Developing an historical and contemporary overview.
- Acquiring skills in the use of digital cameras.
- Using digital software: advanced manipulation of imagery via PhotoShop (or similar).
- Product positioning and issues concerning display.
- Studio photography: lighting.
- Studio photography: analysis of USP: unique selling position.
- Applying structure to recorded observations.
- The pack as a vehicle of information.
- Image and text editing.
- Product realisation.

- Visual presentation techniques.
- Evaluation

### **Learning & Teaching Strategies**

Workshop demonstrations Practical engagement. Seminars and tutorials.

### **Assessment**

20% Written and illustrated file:

- Analysis (written and visual) of an historical overview of the pack as a vehicle of information.

80% Material outcomes.

A critical appraisal of;

- Packaging using image and text, photography and three dimensional construction along with supporting visual reference material

### **Specific Learning Resources**

Access to photographic studio and computer suites: specifically, digital cameras and the use of software specifically for image manipulation.

### **Bibliography**

Highly Recommended

Calver, G. (2004) *What is Packaging Design?* Rotovision,  
 Kirkpatrick, J., (2009) *New Packaging Design*, Laurence King  
 Child, J., (2008) *Studio Photography: Essential Skills*, Focal Press  
 Hicks, R. & Shultz, F., (2007) *Still Life and Special Effects Photography*,  
 Rotovision

Recommended

Fawcett-Tang, R. (2003) *Experimental Formats and Packaging*, Rotovision,  
 Herriot, L., (2007) *The Packaging and Design Templates Sourcebook*,  
 Rotovision