

## **BA (Hons) Graphic Design Yr. 2**

<b>Module Title:</b>	<b>Packaging with Photography</b>
<b>Module Code:</b>	BAGD06I
<b>Level:</b>	5
<b>Credits:</b>	15
<b>Overall Teaching and Learning hours:</b>	300

### **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, three dimensional construction and print technologies.

---

### **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.

---

### **Learning and Teaching Methods:**

This module will be delivered through the following teaching and learning methods:

- Presentations
- Demonstrations and Workshops
- External Visits
- Individual Tutorials and Group Tutorials
- Guided and self-directed research and study
- Reflective Evaluation
- Independent Studio Work

---

### **Specific Learning Resources:**

The photographic studio along with studio lights, tripods and cables are available for the duration of the module. You may also use the open access sessions on Thursday evenings.

## Module Specifications: UCC School of Art

### Module Learning Outcomes

#### Subject Specific Learning Outcomes

*On successful completion of this module you will be able to:*

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

Assessment Title or element	Weighting (%)
<b>Research and Development:</b> <ul style="list-style-type: none"><li>• A Visual Research folder/pdf book collating historical and contemporary examples of packaging with an emphasis on how photography has been applied along with analysis and annotation.</li><li>• A Technical Logbook with information on studio lighting techniques, including annotated analysis of any of your own lighting set-ups.</li><li>• Independently sourced information about H&amp;S considerations for working in a photographic studio.</li></ul>	20%
<b>Material Outcomes:</b> <ul style="list-style-type: none"><li>• Crafted examples of the finished packaging (adhering to all technical specifications).</li><li>• A studio 'pack-shot' of the finished packaging (A4 print size).</li><li>• Sketchbook providing material evidence of the development of ideas via drawings, annotation, photography and relevant visual research.</li><li>• Typed 500 Word Critical Self-appraisal (template on HE Student Portal).</li></ul>	80%