

## **FdA / BA (Hons) Photography Yr. 2**

|   |   |
|---|---|
| <b>Module Title:</b>                        | <b>Contemporary Photographic Contexts</b> |
| <b>Module Code:</b>                         | FDPH071 / BAPH071                         |
| <b>Level:</b>                               | 5   |
| <b>Credits:</b>                             | 15  |
| <b>Overall Teaching and Learning hours:</b> | 150                                       |

### **Module Description:**

This module aims to encourage students to liaise closely with an external institutional or commercial organization in order to produce a body of work that adheres to their particular visual style or ethos. Students will respond to a brief stipulated by their chosen organisation, translating the needs of their particular audience into a practical outcome. The module continues the exploration of meaning and introduces the notion of the relationship between an image and its context.

This module will encourage the deployment of visual language skills and practice developed in previous studio modules. They will develop their ability to create images for a specific media context, for example a particular gallery, national competition, commission or for publication. This module is intended to provide experience in commercial liaison, equipping students with common skills for development in year three modules and in future professional practice.

---

### **Indicative Content:**

- Visual and written research
- Study and analysis of contemporary and historical practitioners
- Recording observations, e.g. Photographing, sketching, note taking
- Identifying primary and secondary research sources
- Visual analysis of own and others work
- Concept development and realization
- Practical experimentation and production of contact sheets
- Applying appropriate Health and Safety practice

---

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

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

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

---

### **Specific Learning Resources:**

Darkrooms, Studio, Camera and Lighting equipment, Mac computers, LRC, VLE (Moodle).

## Module Specifications: UCC School of Art

### Module Learning Outcomes

#### Subject Specific Learning Outcomes

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

|             |  |
|-------------|--|
| <b>LO 1</b> | Demonstrate awareness of the audience and its influence within the context of photographic communication.  |
| <b>LO 2</b> | Analyse the work of relevant photographers within the context of their chosen photographic marketplace.  |
| <b>LO 3</b> | Develop, produce and appropriately present a body of practical work for a chosen contemporary market or context, coherently applying an understanding of its particular audience-to the creation of your own images. |
| <b>LO 4</b> | Critically evaluate final outcomes considering their suitability for an intended audience and context.   |

| Assessment Title or element   | Weighting (%) |
|---|---------------|
| <b>Presentation:</b><br>A 10 minute presentation of your work, showing relevant research and collaborative approaches to potential clients, the negotiations and the agreed brief, work to date on the brief and an initial evaluation of the process and the outcomes.   | <b>20%</b>    |
| <b>Research and Development</b><br><b>Process Workbook:</b> This traces the development of ideas and provides a comprehensive document of your working process.   | <b>40%</b>    |
| <b>Material Outcomes:</b> <ul style="list-style-type: none"><li>• <b>Final Outcomes:</b> A selection of printed material that shows the final outcomes of the brief in the intended format and viewing context required by the client. This may also include an additional selection of the work presented as a print portfolio.</li><li>• <b>Critical Self-Appraisal</b> - a 500 word critique of the final set of images (which excludes any comment about the processes used to create them) submitted as a word-processed document.</li></ul> | <b>60%</b>    |