

## **FdA / BA (Hons) Photography Yr. 1**

<b>Module Title:</b>	<b>Photography for Advertising</b>
<b>Module Code:</b>	FDPH09C / BAPH09C
<b>Level:</b>	4
<b>Credits:</b>	15
<b>Overall Teaching and Learning hours:</b>	150

### **Module Description:**

This module introduces students to the materials, techniques and terminology related to specific creative and technical processes in photography and advertising. Students will be given the opportunity to explore both practically and theoretically the use of photography in contemporary media.

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### **Indicative Content:**

- Digital Photographic techniques
  - Health & safety and Safe working practices.
  - Image & text editing.
  - Contemporary & historical practice in advertising.
  - Practical & conceptual realisation in advertising.
  - Advertising and the potential of film-based photographic processes.
  - Analysis (written and visual) of recorded observations.
  - Interpretation of visual information.
  - Realisation.
  - Visual presentation techniques.
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### **Learning and Teaching Methods:**

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

- Demonstrations and Workshops
  - Individual Tutorials and Group Tutorials
  - Guided and self-directed research and study
  - Reflective Evaluation
  - Independent Studio Work
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### **Specific Learning Resources:**

Mac Computer suites and Adobe software, photographic equipment and resources (e.g. studios, digital cameras, flash guns, tripods, lighting).

## 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>	Explore the equipment, materials and techniques relating to photographic processes.
<b>LO 2</b>	Utilise the inherent properties of photography in relation to advertising and marketing strategies.
<b>LO 3</b>	Demonstrate awareness of historical and contemporary applications of photography in relation to print and electronic media.
<b>LO 4</b>	Work safely through an understanding of health and safety issues.

Assessment Title or element	Weighting (%)
<b>Research and Development:</b> <ul style="list-style-type: none"><li>• A record of skills and knowledge acquired in relation to the use and application of Photographic Equipment and Processes, employing appropriate technical terminology and written analysis. (Process Workbook)</li><li>• Evidence of awareness of relevant Health and Safety practices. (Process Workbook)</li><li>• Historical Research Assignment (Process Workbook)</li></ul>	<b>20%</b>
<b>Material outcomes:</b> <ul style="list-style-type: none"><li>• A record of experimentation and the development of chosen advertising concepts, informed by relevant contemporary and historical Visual Research. (Process Workbook)</li><li>• A final print outcome, printed to the specified requirements.</li><li>• A digital outcome, submitted on a memory stick.</li><li>• Word-processed 500 Word Critical Self-appraisal (template on HE Student Portal).</li></ul>	<b>80%</b>