

Module Code:
BAGD05C

Photography for Advertising

Level: 4

Credit Value: 15

Pre-Requisites: None

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.

Learning Outcomes

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

1. Explore the materials, techniques and processes relating to photography and film/wet-based darkroom processes.
2. Utilise the inherent properties of photography in relation to advertising and marketing strategies.
3. Show awareness of the wider applications of photography in relation to commercial print technologies in contemporary media and in historical art and design.
4. Work safely through an understanding of health and safety issues.

Indicative Content

- Photographic techniques and their interdependence in image-making through film-based processes.
- Safe working practices.
- Health & safety issues.
- Recorded & structured observations.
- The poster as information.
- 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.
- Evaluation.

Learning & Teaching Strategies

Workshop demonstration. Practical engagement. Seminars and tutorials.

Assessment

20% Written and illustrated file.

80% Material outcomes.

A critical appraisal of:

- Recorded & structured observations and interpretations of visual information using photographic techniques.

Specific Learning Resources

Access to photographic studio and darkrooms: studio and standard cameras, enlargers and range of papers specifically for darkroom techniques in image manipulation.

Bibliography

Highly Recommended

Pricken, M., (2008) *Creative Advertising: Ideas and Techniques From The World's Best Campaigns*

Langford, M. (2003) *The Photography Book*, Thames and Hudson

Recommended

Calder, J and Garrett, J. (2002) *The 35mm Photographer's Handbook*, Pan Books, London.

Langford, M. (2003) *The Photography Book*, Thames and Hudson

Steel, J. (2005) *Truth, Lies and Advertising*, Wiley & Sons New York