Module Code: Final Specialist Project
FDPH04I
                      (FdA only)

Level: 5

Credit Value: 30

Pre-Requisites:

Module Description

This module is designed to encourage students to reflect upon and use their learning experience so far in a larger assignment that has a focus on their personal direction within the photographic industries. Students will explore and confirm their chosen area of specialization within the photographic context through the negotiation of their project.

Students will liaise with professionals in their chosen field to develop a project brief and work plan. Throughout the development of ideas and realization of end imagery, negotiation with the external profession will validate the project working methodology and ethical considerations, and make comment on the photographic outcomes.

Emphasis will be on establishing a clear relationship between personal ambition and the production of a body of work that fully demonstrates both the students' creative potential and technical skills in order that those ambitions can be realised.

Independent visual and practical enquiry, along with photographic product realisation and presentation is demanded.

Learning Outcomes

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

1. Negotiate, establish and pursue an assignment brief through liaison with professionals.
2. Research contemporary and historical precedents and the appropriate photographic industry.
3. Pursue independent visual and practical enquiry of a negotiated theme with due regard to ethical issues.
4. Realise a photographic outcome with regard to professional standards of presentation.
5. Demonstrate independent thought in creating, evaluating and developing ideas.

Indicative Content

- Providing a written proposal of approximately 300 words plus a schedule outlining personal aims for this module in the context of career plan.
- Liaison with relevant professional bodies.
- Evidence of personal enquiry through related documented research and the development of concepts.
- Employment of professional, structured working practices in conjunction to a personal schedule.
- Communication of concepts and their development to peer group.
- Development of photographic processes and/or technologies in the pursuit of a personal communicative visual language.
- Design and mount an exhibition of work produced for this module
- Self assessment: analysis of personal management and progress during this module.

Learning & Teaching Strategies

Technical Workshops
Briefings
Tutorials
Independent Learning
Seminars
Work Critiques
Peer Learning
Optional Supporting Practical Workshops (including Printmaking, Computing)

Assessment

100% Exhibition / display of a body of developed and completed photographic work.

To include:
Supporting developmental work such as sketchbooks, files, tests.
Evidence of planning for exhibition including:
- Personal practice proposal and its context.
- Personal promotional material.
- Exhibition proposal.

Specific Learning Resources

Photography Department, including Digital Photography, Photography Studio, Black and White and Colour Darkrooms

Computing Resources, including the Internet, Microsoft Office, Adobe Photoshop, Scanning and Printing Equipment

Colchester Institute Library

Bibliography

<u>Highly Recommended</u>
Thomas, G., & Ibbotson, J. (2003) *Beyond The Lens: Ethics and Business Practice in Profesional Photography*. London: Association of Photographers
Hurn, D., (2001) *On Being A Photographer: A Practical Guide*, London: Lenswork
Lenman, R., (2008) *The Oxford Companion To The Photograph,* Oxford: Oxford Univ. Press

<u>Recommended</u>
Ewing, W.A., & Herschdorfer, N., (2008) reGeneration: 50 Photographers of Tomorrow, London: Thames and Hudson
Finkelpearl, T. (ed.), (2001) *Dialogues in Public Art*, Cambridge, MA: MIT Press; new edition
Grosenick, U., & Seeling, T., (2008) *Photo Art: The New World of Photography*, T & H
Pricken, M., (2008) *Creative Advertising: Ideas and Techniques From The World's Best Campaigns*, London: Thames and Hudson
Shaughnessy, A. (2005) *How to be a graphic designer, without losing your Soul*, L. King
Roberts, L; (2006); Good: An Introduction to Ethics in Graphic Design; Ava Academia, Lausanne, Switzerland
Shore, S., (2007) *The Nature of Photographs: A Primer*, London: Phaidon