

<b>MODULE:</b>	<b>WAYS OF SEEING - PHOTOGRAPHY</b>
<b>CODE:</b>	<b>BAJH-1-1-09</b>
<b>Number of Credits:</b>	<b>2 semester credits / 3 quarter units. This is a half module.</b>
<b>Stage:</b>	<b>Foundation (I)</b>
<b>Theme:</b>	<b>Media Skills</b>
<b>Assessment Weighting:</b>	<b>Assignment (100%)</b>

## **INTRODUCTION**

The photographic image is one of the most powerful communicative tools known, and it is of vital importance that practitioners understand its significance, importance and practical use.

## **SYLLABUS**

- Week 1.* Mark making: Students will explore texture, shape, line, form, colour and meaning within a self-portrait. From caves to gallery: Chronology of pictographs, hieroglyphs, signs and images. The development of non-verbal expression. Project 1.
- Week 2.* Review and student presentation of project 1. The psychology of vision. Human perception, interpretation of colour. Project 2.
- Week 3.* Exploring aesthetics, romanticism, impressionism, expressionism. History of photographic seeing. Photographic meaning.
- Week 4.* Semiotics: Signs, symbols, signifiers and signified. Denotative and connotative image analysis. Development of Project 3.
- Week 5.* Pre-visualisation: Storyboarding and narrative approaches in visual storytelling. Guided meditation. Discussion and feedback on project 3.
- Week 6.* Concept and design: photography as art or fine art form? Review and consolidation.