

MODULE:	COMMERCIAL PHOTOGRAPHY
CODE	BAJH-2-2-10
Number of credits	4 semester credits / 6 quarter units
Stage:	II
Theme:	Media Skills and Production\
Assessment Weighting:	Assessment 100%

Overview and Aims

This module aims to enable the student to:

- Extend students' practical photographic skills from Stages I and II into a marketrelated job format.
- Follow a design brief based on industry needs as trained, competent practitioners.
- Develop and further skills in lighting and professional practice.

On successful completion of this module, the student should be able to:

- Assume employment as professionally equipped photographic specialists.
- Design and develop commercially viable photographic proposals.
- Construct and present photographic media using contemporary multimedia skills.
- Identify and exploit commercial photographic opportunities.
- Demonstrate a broad knowledge and understanding of commercial photography its use and impact within the market place.
- Consider layout and client requirements within a professional brief and the importance of adhering to deadlines.

Module Content

Description and expansion. The Free Brief notion. Distribution of electronic templates. Things to look out for on the Layout Brief.

Group Tutorial

Discussion of primary ideas and possible problems; technical, legal, H&S, etc. Initial

Proposals.

Business Matters

Lecture and group discussion.

Practical

Lecturer on duty for individual queries.

Final Proposal

Assignment - Group tutorial session. Written proposals for Assignment 1 ready.

Final Proposal

Assignment - Group tutorial session. Written proposals for Assignment 2 ready.

Technical Tutorial

A studio day in which students can discuss and correct technical difficulties.