

Module	Digital Photography
Course code	BAFTP-DP
Credits	5
Important Notes	This is a Level 7 module. 5 places only. Places will be allocated on a first come first served basis following submission of student's Academic Study Form.
Allocation of marks	100% continuous assessment

MODULE AIMS AND OBJECTIVES

This module aims to establish technical and creative skills for still photography. Historical landmarks in photography and photojournalism provide fertile case studies for analysis, in turn stimulating learner creativity in the production and presentation of self-directed photographic projects. Learners will acquire an understanding of technical issues such as digital work-flow and manipulation, coupled with an appreciation of the convergence of still photography with digital filmmaking practice, acknowledging the increasingly widespread use of DSLR camera techniques within the motion picture industry.

MODULE LEARNING OUTCOMES

Upon successful completion of this module, learners will be able to:

- i) Confidently understand and operate still camera equipment in the production of own work
- ii) Understand and apply key concepts in photography, both film, and digital
- iii) Understand image acquisition techniques and work-flow pertaining to digital formats

- iv) Demonstrate ability to manipulate images using relevant software
- v) Display an awareness of key historical landmarks in photography and photojournalism
- vi) Generate and develop themes for exploration through photography

INDICATIVE MODULE CONTENT

Areas addressed in this module include the following core concepts, each of which constitutes a discrete area of exploration:

- framing
- shot composition
- rule of thirds
- fundamentals of light and exposure
- texture
- pattern
- perspective
- depth of field
- positive and negative space
- colour/black and white approaches
- storage, compression, pixels
- SLR vs DSLR
- Technical: Format sizes in film, format sizes in digital. Lenses, specialist lens
- Photographic workflow
- Project generation, planning, research, shooting, permits, rights
- Rights of subjects, ethical considerations

Photographic genres

- The street
- Portraiture
- The body
- Tableau
- Photo-journalism
- Landscape
- Still Life

Survey of key practitioners (indicative):

- Ansel Adams
- Henri Cartier Bresson
- Robert Capa
- Jeff Wall
- Philip Di Corcia
- Mitch Epstein
- Martin Parr
- *Magnum*
- Elliot Erwitt

RECOMMENDED SOFTWARE

- Photoshop
- InDesign
- Aperture