UNIVERSITI TEKNOLOGI MARA

PCT274: PORTRAIT PHOTOGRAPHY

Course Name (English)	PORTRAIT PHOTOGRAPHY APPROVED
Course Code	PCT274

MQF Credit	4

Course Description	This course will include the development of the fashion industry, the in-and-outs, the dos and don'ts, and the different types and styles of fashion photography. The course begins with a core of basic skills designed to teach students to accurately manipulate lighting in order to get exact results as well as to make creative studio imagery from portraiture to fashion photography. Students will train on studio equipment use, exposure, tonality control and understanding the job of a fashion photographer to make sure that visual language is clear, concise, and coherent. This class will emphasize the collaborative nature of the fashion shoot. The student will be expected to organize, manage and deliver the photographs of a fashion shoot. Student practice the basic portraiture lighting, background control, ambient, strobe light mix, basic special effects, indoor and outdoor fashion photography. Students also will train to doing digital imaging and retouching pictures to get a batter result in fashion photography. At the end of the program, the students will present a portfolio book that demonstrates their individual style and visualization.

Transferable Skills	Student have acknowledge the latest technologies. This includes developments in both hardware and software.Mastering editing software is the way to make the photo into the one customer wants.

Teaching Methodologies	Lectures, Studio, Tutorial, Discussion, Presentation

CLO	CLO1 Display the proper skills and techniques in Portrait Photography
	CLO2 Demonstrate ethics and professionalism in Portrait Photography
	CLO3 Select required information from multiple sources and research for new concept /idea

Pre-Requisite Courses	No course recommendations

Reading List	Recommended Text	Bruce Smith 2008, *Fashion Photography*, Amphoto New York [ISBN: 9780817427214]
		Lindsay Adler 2017, *The Photographer's Guide to Posing*, Rocky Nook, Inc. [ISBN: 9781681981949]
		Tony Corbell 2017, *Light and Shadow*, Amherst Media [ISBN: 9781682031407]
		Chris Knight 2017, *The Dramatic Portrait*, Rocky Nook, Inc. [ISBN: 9781681982144]
		Peter Hurley 2015, *The Headshot*, New Riders Pub [ISBN: 9780133928518]
		Christopher Grey 2014, *Master Lighting Guide for Portrait Photographers*, Amherst Media New York [ISBN: 9781608956890]
		Scott Kelby 2011, *Light It, Shoot It, Retouch It*, New Riders Pub [ISBN: 9780321786616]
		Sarah Plater,Paul Wilkinson 2015, *Mastering Portrait Photography*, Ammonite Press [ISBN: 9781781450857]
		Erik Valind 2014, *Portrait Photography*, Pearson Education [ISBN: 9780321951618]

		• R. C. Lane 2013, *The Model's Bible*, CreateSpace [ISBN: 1493722921]
		• Nick Fancher 2017, *Studio Anywhere 2: Hard Light*, Rocky Book San Rafael [ISBN: 9781681982267]
	Reference Book Resources	• Jeff Rojas 2016, *Photographing Women*, Rocky Nook Inc. San Rafael [ISBN: 9781681981741]
		• Rojas, J. 2016, *Photographing Men: Posing, Lighting and Shooting Techniques for Portrait and Fashion Photography*, Rocky Nook Inc. San Rafael [ISBN: 97801344330]
		• Gregory Heisler,Michael R. Bloomberg 2013, *Gregory Heisler: 50 Portraits*, Amphoto Books New York [ISBN: 9780823085668]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	