



## UNIVERSITI TEKNOLOGI MARA

### CPM505: COMMERCIAL PHOTOGRAPHY STUDIES

<b>Course Name (English)</b>	COMMERCIAL PHOTOGRAPHY STUDIES <b>APPROVED</b>
<b>Course Code</b>	CPM505
<b>MQF Credit</b>	2
<b>Course Description</b>	The subject will emphasize the creative application of studio lighting and fabrication techniques and aesthetics. Through the process Conceptualization, Visualization and then Presentation the student will produce images with concept and idea. This course will focus on varieties of commercial photography – portraiture, fashion, food, setting, still life, architecture, corporate and travel photography. This is a focused course for creative thinkers who have the ambition and drive to work within the photographic industry. Students are encouraged to create innovative as well as traditional solutions. Assignments are structured to encourage thoughtful, individual responses.
<b>Transferable Skills</b>	CRITICAL THINKING PRACTICAL SKILLS COMMUNICATION SKILL TEAMWORK SKILLS
<b>Teaching Methodologies</b>	Lectures, Studio, Tutorial, Presentation, Collaborative Learning, Project-based Learning
<b>CLO</b>	CLO1 Apply new concept and creative ideas in commercial photography studies. CLO2 Display the proper skills and techniques in commercial photography studies CLO3 Demonstrate communication skills in written and verbal related to commercial photography studies
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. The impact of photography.</b> 1.1) Understanding photographic medium. 1.2) How to build a visual record. 1.3) Visual diaries	
<b>2. Definition of Commercial photography</b> 2.1) N/A	
<b>3. Advertising – Photograph and Photographer.</b> 3.1) Picture as a universal language 3.2) The roles of commercial photographer. 3.3) How to create successful and effective advertising images 3.4) Basic principles that create effective advertising images.	
<b>4. On Photograph</b> 4.1) Original Context 4.2) External Context	
<b>5. Still Life Photography</b> 5.1) Definition of Still life photography 5.2) Creative product shot 5.3) Setup, prop, lighting control and composition 5.4) Special effect	

<p><b>6. Food and Architectural Photography in commercial used</b></p> <p>6.1) Architecture Photography  6.2) Exteriors  6.3) Interiors  6.4) Details  6.5) Studying the subject  6.6) Creating mood with setting  6.7) Problems solving – perspective &amp; Lighting condition  6.8)  6.9) Food Photography  6.10) Studio requirement, prop and background  6.11) Lighting and equipment  6.12) Lighting Technique and setup  6.13) Working with food stylist</p>
<p><b>7. Project Critic</b></p> <p>7.1) N/A</p>
<p><b>8. Commercial Portraiture</b></p> <p>8.1) Two major approaches to portraiture  8.2) flattering physical likeness  8.3) character rendition  8.4) Corrective techniques  8.5) Technical standard  8.6) Working with model</p>
<p><b>9. Fashion Photography</b></p> <p>9.1) Magazine fashion photography  9.2) Advertising fashion photography  9.3) Choosing a style  9.4) Tools and lighting  9.5) Studio or outdoors</p>
<p><b>10. Public service announcement</b></p> <p>10.1) Using principle of persuasion  10.2) How to create PSA using photo media  10.3) Creative and effective ideas.</p>
<p><b>11. Project Critic</b></p> <p>11.1) N/A</p>
<p><b>12. Digital correction and enhancement</b></p> <p>12.1) Exposure and contrast control  12.2) Colour  12.3) Cloning and healing  12.4) Dodging and burning</p>
<p><b>13. Portfolio Preparation</b></p> <p>13.1) N/A</p>
<p><b>14. Final Project Review and Presentation</b></p> <p>14.1) N/A</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Presentation on the ideas and ability to convince the client with 'oral communication' and 'writing communication' skill in MQF 5 LOD.	20%	CLO3
	Assignment	Critical analysis and research on current issues and trends require student to select appropriate techniques, materials and technology which contributes to attribute of 'problem solving & scientific skills' in MQF 6 LOD.	40%	CLO1
	Assignment	Individual assignments to show commercial photography skills, related to MQF LOD2	40%	CLO2

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>• George Edward Belch, George Eugene Belch, Michael A. Belch 2006, <i>Advertising and promotion</i>, Irwin/McGraw-Hill [ISBN: 9780073101262]</li> <li>• David Praker 2010, <i>The Fundamentals of Creative Photography</i>, AVA Publishing [ISBN: 9782940411139]</li> <li>• Haje Jan Kamps 2012, <i>The Rules of Photography, and when to Break Them</i>, Ilex Press [ISBN: 9781908150585]</li> <li>• Mary Warner Marien 2012, <i>100 Ideas that Changed Photography</i>, Laurence King Publishing [ISBN: 9781856697965]</li> <li>• Brooke Shaden 2013, <i>Inspiration in Photography</i>, Focal Press [ISBN: 9781781579930]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources