Course Name (English)	FASHION AND PORTRAIT PHOTOGRAPHY `APPROVED`
Course Code	CPM523

MQF Credit	3

Course Description	This course provides in-depth study of professional commercial photography, focus on fashion and portraiture. Through process Conceptualization, Visualization and Presentation, student will expose to the current overview of the real fashion photographic trendsetters industry. Assignments are structured to encourage thoughtful, individual responses. The course also required students to prepare in producing quality photography portfolio.

Transferable Skills	Demonstrate the ability to dream, imagine and visualize. Demonstrate analytical skills using technology

Teaching Methodologies	Lectures, Studio, Demonstrations, Tutorial, Discussion, Presentation

CLO		
	CLO1	Generate critical thinking about their attitudes and identify fashion photography and portraiture with historical context
	CLO2	Understanding current trends and issues in fashion photography with historical context and manipulate imagery to persuade the public through visual portraiture
	CLO3	Join the industry as educated photographers and engage in the broad dialogue that is expected of creative professionals

Pre-Requisite Courses	No course recommendations

Topics
1. Photography and its significant : Portrait, Fashion & Culture
1.1) Fashion Photography in Malaysia
1.2) History of fashion photography
1.3) Fashion photography VS portrait photography
1.4) Understanding society
1.5) Culture perception
2. Interpersonal Communication
2.1) Verbal and non verbal communication
2.2) How to create harmony mood on location
2.3) One way VS two way communication
3. Professional side of portrait photography
3.1) Portraiture: Culture and limitation in society
3.2) Picture as a universal language
3.3) The roles of portraiture
3.4) The principles that can create an impact in portraiture
3.5) Character and personality
3.6) The perfect portrait guide
3.7) Informal vs formal portrait
4. Conceptual & Art Portraiture
4.1) Art & expression
4.2) Art direction & Conceptual
5. Project Critique / Progress Work Check I
5.1) Assessment

6. Visual research / Assessing Creative Ideas & Location Study 6.1) Icon and trendsetters, Inspired artist 6.2) Thinking of visual impact and inspiration 6.3) Understanding of choice between a studio and location an enormous amount of control over lighting
7. Understanding your client / Working with industries 7.1) The planning consultation 7.2) Working with client 7.3) Editorial production 7.4) Work-flow 7.5) Editorial: Cover magazine, cover story 7.6) Fashion spread: the concept and ideas 7.7) Coloration: Designer, Art Director, Stylist and Make-up artist
8. Professional Side of Fashion Photography 8.1) Fashion: Sign of Language and iconographic 8.2) 8.3) Type of Fashion photography 8.4) i. Catalog 8.5) ii. Editorial 8.6) iii. High Fashion 8.7) 8.8) Four aspects to Work on To Break into the Industry 8.9) i. Basic Technical knowledge 8.10) ii. Understanding light and education 8.11) iii. Understanding the process 8.12) iv. Self Marketing
9. Project Critique / Progress Work Check II (mid-term) 9.1) Assessment
10. The Glamour Portrait 10.1) Reasons for Commissioning a Glamour Portrait 10.2) Factor an impact posing
11. Fashion and Advertising 11.1) Corporate shoot 11.2) Image bank 11.3) Digital retouching 11.4) Digital Imaging Process
12. Final Project Check I 12.1) Critique Session
13. Final Project Check II 13.1) Critique Session
14. Final Assessment 14.1) Final Showcase

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Creative images that can successfully communicate to the viewers for editorial purpose (Beauty)	30%	CLO1
	Assignment	A series of type and area of fashion design for commercialization to express digital imaginary fashion photography – (Prêt or porter and Mix & Match)	30%	CLO2
	Assignment	Critical thinking to express portraiture and fashion digital imagery to persuade the audience through high concept photography (Houte Couture)	40%	CLO3

Reading List	Recommended Text	• John Child 2008, *How to Photograph Women Beautifully*, Amphoto Books New York
	Reference Book Resources	• Garth S. Jowett and Victoria O' donnell, 1992, *'Propaganda and Persuasion'*, Sage, Publications London
		• Hicks and Schult, 1997, *'A guild to professional lighting techniques'*, Rotovision SA Switzerland
		• John Child 2008, *'Essential Skills Studio Photography"*, Focal Press Oxford
		• Eliot Siegel 2008, *'The Fashion Photography Course'*, Thames & Hudson London
		• en Burtenshaw, Nik Mahon and Caraline Barfoot 2006, *The Fundamentals of Creative Advertising*, AVA Publishing SA LA
Article/Paper List	This Course does not have any article/paper resources	
Other References	• Book Garth S. Jowett and Victoria O' donnell, 1992, *Propaganda and Persuasion*, Sage, Publications., London	
	• Book Hicks and Schult 1997, *A guild to professional lighting techniques* , Rotovision SA, Switzerland	
	• Book John Child 1986, *How to Photograph Women Beautifully*, Amphoto Books, New York	
	• Book John Child 1989, *Essential Skills Studio Photography*, Focal Press, Oxford	
	• Book Eliot Siegel 2008, *The Fashion Photography Course*, Thames & Hudson, London	
	• Book Ken Burtenshaw, Nik Mahon and Caraline Barfoot 2006, *The Fundamentals of Creative Advertising* , AVA Publishing SA, LA	