



## UNIVERSITI TEKNOLOGI MARA

### CPM554: COMMERCIAL PHOTOGRAPHY

<b>Course Name (English)</b>	COMMERCIAL PHOTOGRAPHY <b>APPROVED</b>
<b>Course Code</b>	CPM554
<b>MQF Credit</b>	3
<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>	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. Demonstrate the ability to dream, imagine and visualize
<b>Teaching Methodologies</b>	Lectures, Demonstrations, Practical Classes, Tutorial
<b>CLO</b>	CLO1 i. Generate critical thinking about their attitudes towards photography and advertising CLO2 i. Solve visual problem in producing imagery to persuade the public about the product or services CLO3 ii. Establish in the industry as educated photographers and engage in the broad dialogue that is expected of creative professionals
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Why photography?</b> 1.1) The impact of photography. 1.2) Understanding photographic medium. 1.3) How to build a visual record. 1.4) Visual diaries	
<b>2. Advertising – Photograph and Photographer.</b> 2.1) Picture as a universal language 2.2) The roles of commercial photographer. 2.3) How to create a successful and effective advertising images 2.4) Basic principles that can create effective advertising images.	
<b>3. Introduction to Advertising Creativity</b> 3.1) A. Analyzing the brief 3.2) What are we selling? 3.3) Who are we talking to 3.4) What must the picture say? 3.5) Why should the consumer believe it? 3.6) What is the value of the brands? 3.7) B. Ideas hunting 3.8) Where is good idea come from? 3.9) Generate ideas 3.10) Analysis and discussion 3.11) C. Assessing creative ideas 3.12) Will it grab attention?	

3.13) Is the advertising relevant? 3.14) Is the advertising clearly branded?
<b>4. Assignment Management</b> 4.1) Budget and Estimation 4.2) Dealing with clients
<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
<b>6. Project Critique</b> 6.1) n/a
<b>7. Editorial Approach in Advertising Photography</b> 7.1) The meaning and need of Advertorial photography in Advertising 7.2) Location Study - Understanding of choice between a studio and location 7.3) An enormous amount of control over lighting
<b>8. Architectural Photography in commercial used</b> 8.1) Architecture Photography 8.2) Exteriors, Interiors, Details 8.3) Studying the subject 8.4) Creating mood with setting 8.5) Problems solving – perspective & Lighting condition
<b>9. Project Critique</b> 9.1) n/a
<b>10. Art in Advertising.</b> 10.1) The meaning and need of Art photography in Advertising 10.2) Visual Creativity - Ways of Seeing
<b>11. Image manipulation</b> 11.1) The meaning and need of image manipulation in Advertising 11.2) Digital retouching
<b>12. Project Critique</b> 12.1) n/a
<b>13. Food Photography</b> 13.1) Studio requirement, prop and background 13.2) Lighting and equipment 13.3) Lighting Technique and setup 13.4) Working with food stylist
<b>14. Portfolio Preparations</b> 14.1) n/a
<b>15. Project Critique</b> 15.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	a) Creative product shot	20%	CLO1
	Assignment	b) Product shot with model or talent	20%	CLO2
	Assignment	c) Advertorial	20%	CLO2
	Assignment	e) Promoting places	20%	CLO3
	Assignment	Art in Advertising	20%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Siegel, <i>Fashion Photography Course: Principles, Practice, &amp; Techniques</i> [ISBN: 9780500287699]</li> <li>• Mario Pricken 2004, <i>Visual creativity</i>, Thames &amp; Hudson London [ISBN: 0500511667]</li> <li>• David Praker, <i>The Fundamentals of Creative Photography</i>, Ava Publishing [ISBN: 9782940411139]</li> <li>• Garth S. Jowett and Victoria O'Connell 2005, <i>Propaganda and Persuasion</i>, Sage Publications London</li> <li>• John Child 2008, <i>Essential Skills Studio Photography</i>, 4 Ed., Focal press Oxford</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	This Course does not have any other resources
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