



UNIVERSITI TEKNOLOGI MARA

CPM627: APPLIED ART PHOTOGRAPHY

Course Name (English)	APPLIED ART PHOTOGRAPHY APPROVED
Course Code	CPM627
MQF Credit	4
Course Description	The practice of critical thinking will be emphasized in the subject as students are exposed to theoretical notions, concepts, and values of applied arts photographic practices that will be beneficial in the photography industry. Students also will be taught to the technicality of the making of 2D images to the steps of creating an art installation. The syllabus includes the hands-on guidance on the usage of vital photographic fundamentals such as lighting and the optical element, the discussion about media literacies and the professional imaging technology system that will reinforce students' skills towards their applied arts photographic techniques.
Transferable Skills	Practical Skills Social Skills Critical Thinking Skills Scientific Skills Entrepreneurial Skills
Teaching Methodologies	Lectures, Tutorial, Presentation, Project-based Learning
CLO	CLO1 Analyze visual problems and issues related to applied art photography scene (C4) (LOD6) CLO2 Display the proper skills and techniques in applied art photography project (P4) (LOD2). CLO3 Demonstrate written and verbal communication skill in applied art photography discussions (A3) (PLO5)
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Applied Art Photography. 1.1) N/A	
2. Aesthetics and technologies. 2.1) N/A	
3. Self-Expression 3.1) N/A	
4. Conceptual art and photographic. 4.1) N/A	
5. Modern art photography. 5.1) N/A	
6. Art Installation. 6.1) N/A	
7. Self-Critique 7.1) N/A	
8. 1st and 2nd Assignment Presentation 8.1) N/A	
9. 3rd and 4th Assignment Presentation and Critique 9.1) N/A	

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Presentation on the task or project given to show 'communication skills' in delivering information which contributes to MQF LOD5	10%	CLO3
	Assignment	Following a plan for specific time given in completing a task and showing good 'managerial skill' which contributes to MQF LOD8.	10%	CLO2
	Assignment	Critical analysis and research on current issues and trends require the student to select appropriate techniques, materials, and technology which contributes to the attribute of 'problem-solving & scientific skills' in MQF 6 LOD.	40%	CLO1
	Assignment	Case study & individual projects to show applied art photography skills, related to MQF LOD2	40%	CLO2
Reading List	Recommended Text	<ul style="list-style-type: none"> • Michael Fried, <i>Why Photography Matters as Art as Never Before</i> [ISBN: 0300136846] • Lucy Soutter 2013, <i>Why Art Photography?</i>, Routledge [ISBN: 9780415577335] • Tony Sweet, <i>Fine Art Photography</i> [ISBN: 0811707555] • Daniela Bowker 2013, <i>Surreal Photography</i>, Ilex Press [ISBN: 9781781579985] • Rick Doble 2010, <i>Experimental Digital Photography</i>, Pixiq [ISBN: 1600595170] 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			