



UNIVERSITI TEKNOLOGI MARA

CPM635: SEM: CONTEMPORARY PHOTO TRENDS AND PRACTICE

Course Name (English)	SEM: CONTEMPORARY PHOTO TRENDS AND PRACTICE APPROVED
Course Code	CPM635
MQF Credit	3
Course Description	This subject is designed to enable students aware of current photography developments, so they are not left behind in the rapid development of photography field that happening today. The nature of these concerns will enable students to see the opportunities and threats in current and future development of photography industries. The main method of learning in this subject is through research, presentations and discussions during lectures. Through this subject students also will have the opportunity to hone the talent to lead, manage and contribute to the society through photography event that they will organize.
Transferable Skills	Demonstrate ability to analyse issues/problems from multiple angles and make suggestions Demonstrate ability to communicate clearly and confidently, and listen critically
Teaching Methodologies	Lectures, Blended Learning, Seminar/Colloquium, Field Trip, Presentation, Workshop, Journal/Article Critique
CLO	CLO1 To adapt in the developments of world photography. CLO2 Organize event regarding photography issues or related digital media. CLO3 to share or contribute photographic knowledge and experience with public.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to module 1.1) n/a	
2. Current trend and Issue (Technology) 2.1) n/a	
3. Current trends, issue and future direction (genre) 3.1) n/a	
4. Current trends, issue and future direction 4.1) n/a	
5. Currents trends, Issue and direction (geren) 5.1) n/a	
6. Fine Art Photography 6.1) n/a	
7. Stock Photoraphy 7.1) n/a	
8. Industrial visit 8.1) n/a	
9. Photography and society 9.1) n/a	
10. photography and social media 10.1) n/a	

11. Photography event management 11.1) n/a
12. Photography and Event management 12.1) n/a
13. Report, Presentation and management 13.1) n/a
14. Report, presentation and management 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Project proposal writing.	20%	CLO1 , CLO2 , CLO3
	Journal/Article Critique	Find photography journal and do review.	20%	CLO1 , CLO2 , CLO3
	Journal/Article Critique	n/a	20%	CLO1 , CLO2 , CLO3

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Paul Martin Lester 2003, <i>Visual Communication- Image with message</i>, 3rd edition. Ed., Thomson Wardswords London • Jonathan bayer 2001, <i>Reading Photographs, Understanding The Aesthetic of photography</i>, 2nd Edition Ed., Amphoto Press New York • Tow Khee Kin 2004, <i>How to set up and run seminars and workshop</i>, 1st Edition Ed., Leeds Publication Kuala Lumpur
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	