



UNIVERSITI TEKNOLOGI MARA

CPM655: DEGREE PROJECT: COMMERCIAL PHOTOGRAPHY

Course Name (English)	DEGREE PROJECT: COMMERCIAL PHOTOGRAPHY APPROVED
Course Code	CPM655
MQF Credit	6
Course Description	The emphasis of this course is on developing a technically excellent body of work that evidences a strong personal aesthetic and an engagement with conceptual inquiry. Students receive and participate in intensive critique of photographic projects and be provided with personalized guidance and advice regarding developing and refining a personal vision and style to produce a strong, finished portfolio for commercial market place.
Transferable Skills	CRITICAL THINKING PRACTICAL SKILL COMMUNICATION SKILL MANAGERIAL AND ENTREPRENEURIAL SKILL
Teaching Methodologies	Lectures, Tutorial, Discussion, Presentation, Supervision, Project-based Learning
CLO	<p>CLO1 Analyze current issues or problem based on visual context related to commercial photography to produce a portfolio that meets the industry's requirement. (C4) (PLO3)</p> <p>CLO2 Display the proper skills and techniques in executing a commercial photography project. (P4) (PLO2)</p> <p>CLO3 Complete a task according to the work description professionally in finishing a commercial photography project. (A3) (PLO6)</p> <p>CLO4 Follow a timeframe and manage the task strategically to increase effectiveness and efficiency in completing the final project. (A3) (PLO8).</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. 1. A process for project proposal</p> <p>1.1) Choosing a title 1.2) Background of proposed project 1.3) Aim and objective 1.4) View and theories 1.5) Project implementation/method 1.6) Conclusion 1.7) Bibliography/reference</p>	
<p>2. 2. Ten Steps to Creating Remarkably Better Pictures</p> <p>2.1) Pre-shoot 2.2) The shoot 2.3) Post shoot</p>	
<p>3. 3. Concept and Project Development</p> <p>3.1) Strategies and project planning 3.2) Technical approaches and processes 3.3) Media and technique - Improving the concept and ideas</p>	
<p>4. 4. Research, Survey and Reference</p> <p>4.1) Topic area and background research 4.2) Analysis and discussion</p>	
<p>5. 5. Visualization and Form</p> <p>5.1) Actual shooting based on decided topic, concept and styles.</p>	

6. 6. Analyze your Photographic Style

- 6.1) Applying personal icons, ideology and style to final visual images
- 6.2) Image identity.

7. 7. Retouching, Mounting and Framing

- 7.1) Computer image manipulation
- 7.2) Retouching
- 7.3) Finishing of works

8. 8. Self Critique

- 8.1) A guide for evaluating your own photos

9. 9. Presentation Skill

- 9.1) Convincing Facts and statements
- 9.2) Background research and supporting resources
- 9.3) Introduction and conclusion
- 9.4) How to make a creative presentation.

10. 10. Criticism, Suggestion and Discussion

- 10.1) Review and development
- 10.2) Progress work check

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	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'.	40%	CLO1
	Portfolio/Log Book	Showing 'management skill' while conducting a photography project or task.	10%	CLO4
	Practical	Individual project to show technical photography skills.	40%	CLO2
	Presentation	Professionalism in completing the task or project in delivering visual information to the public.	10%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Steven Brower 2016, <i>Inside Art Direction: Interviews and Case Studies</i>, Bloomsbury Publishing [ISBN: 9781472569110] • Georgina Shorter 2012, <i>Designing for Screen</i>, Crowood Press [ISBN: 1847973841] • Peter Russell, Senta Slingerland 2013, <i>Game Changers</i>, Taschen America Llc [ISBN: 9783836545242] • Yoram (Jerry) Wind, Catharine Findiesen Hays 2016, <i>Beyond Advertising</i>, John Wiley & Sons [ISBN: 9781119074229] • Kenneth E. Clow, Donald Baack 2013, <i>Integrated Advertising, Promotion, and Marketing Communications</i>, Prentice Hall [ISBN: 0133126242]

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