



## UNIVERSITI TEKNOLOGI MARA

### CPM677: DEGREE PROJECT: ART PHOTOGRAPHY

<b>Course Name (English)</b>	DEGREE PROJECT: ART PHOTOGRAPHY <b>APPROVED</b>
<b>Course Code</b>	CPM677
<b>MQF Credit</b>	6
<b>Course Description</b>	The emphasis of this course is on developing a technically excellent body of work that evidences a strong personal aesthetic and an engagement with the 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 art photography market place.
<b>Transferable Skills</b>	Able to demonstrate critical and independent thinking, and have good reasoning and problem-solving skills.
<b>Teaching Methodologies</b>	Lectures, Tutorial, Discussion, Presentation
<b>CLO</b>	<p>CLO1 Analyze current issues or problem based on visual context related to art photography to produce a portfolio that meets the industry's requirement</p> <p>CLO2 Display the proper skills and techniques in executing an art photography project.</p> <p>CLO3 Complete a task according to the work description professionally in finishing an art photography project.</p> <p>CLO4 Follow a timeframe and manage the task strategically to increase effectiveness and efficiency in completing the final project.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. A process for project proposal</b> 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	
<b>2. Ten Steps to Creating Remarkably Better Pictures</b> 2.1) Pre-shoot 2.2) The shoot 2.3) Post shoot	
<b>3. Concept and Project Development</b> 3.1) Strategies and project planning 3.2) Technical approaches and processes 3.3) Media and technique 3.4) Improving the concept and ideas	
<b>4. Research, Survey, and Reference</b> 4.1) Topic area and background research 4.2) Analysis and discussion	
<b>5. Visualization and Form</b> 5.1) Actual shooting based on decided topic, concept and styles.	
<b>6. Analyze your Photographic Style</b> 6.1) Applying personal icons, ideology, and style to final visual images 6.2) Image identity.	

<b>7. Retouching, Mounting, and Framing</b> 7.1) Computer image manipulation 7.2) Retouching 7.3) Finishing of works
<b>8. Self Critique</b> 8.1) A guide for evaluating your own photos.
<b>9. Presentation Skill</b> 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.
<b>10. Criticism, Suggestion, and Discussion</b> 10.1) Review and development 10.2) Progress work check
<b>11. Project proposal</b> 11.1) Presentation
<b>12. Progress Work check</b> 12.1) Criticism, suggestion and discussion
<b>13. Final assessment</b> 13.1) N/A

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 the student to select appropriate techniques, materials, and technology which contributes to the 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"> <li>• Marco Antonini 2015, <i>Experimental Photography-A Handbook of Techniques</i>, Thames &amp; Hudson Ltd London</li> <li>• Lil Wells 2015, <i>Photography Critical Introduction (5th Edition)</i>, 5th Ed., Routledge</li> <li>• Jerry L. Thomson 2013, <i>Why Photography Matters</i>, The MIT Press The MIT Press</li> <li>• Lucy 2013, <i>5. Why art photography?</i>, Soutter</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Bloomsbury Academic; 2 edition 2016, <i>The Key Concepts</i>, Bloombuury [ISBN: 978085785493]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	