



UNIVERSITI TEKNOLOGI MARA

EAD476: INDEPENDENT PHOTOGRAPHY PROJECT

Course Name (English)	INDEPENDENT PHOTOGRAPHY PROJECT APPROVED
Course Code	EAD476
MQF Credit	2
Course Description	This course will equip students with appropriate methodology to produce a series of photography. The subject, content, technique, research and creativity will be part of the marking scheme. Scheduled individual meetings/tutorial will be instructor are required to maintain a critical dialogue
Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Tutorial
CLO	CLO1 Generate the knowledge, technical skill and visual awareness in order to compete in photography industry upon graduation. CLO2 Present a high standard quality portfolio with a generic photography practices CLO3 Develop innovative as well as traditional solutions when producing images
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to the course EAD476 1.1) n/a	
2. Commercial Illustration Photography 2.1) Creative Still Life (table top) 2.2) Conceptual Product shot	
3. Commercial Illustration Photography 3.1) Architecture/Travel/Industrial 3.2) Portrait 3.3) Fashion	
4. Photojournalism 4.1) Realistic Photograph 4.2) Editorial 4.3) Documentary Photograph 4.4) Event	
5. Fine Art Photograph 5.1) Expressionistic Photograph	
6. Projects Concept and development 6.1) Strategies and project planning	
7. Projects development 7.1) Survey / research / study on subject 7.2) Technical approach and process	
8. Visualization and form 8.1) Shooting based on decided theme, concept and ideas	
9. Proposal due 9.1) Present brief overview of proposed project	
10. Work-in-progress 10.1) Work in progress for proposed body of work	

11. Work-in-progress 11.1) Work in progress for proposed body of work
12. Work-in-progress 12.1) Work in progress for proposed body of work
13. Presentation Skill 13.1) Convincing Facts and statements 13.2) Background research and supporting resources 13.3) Introduction and conclusion 13.4) How to make a creative presentation
14. Final Assessment 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Progress work check 1 The emphasis of this project is on developing a technically excellent body of work that evidences a strong personal aesthetic and an engagement with conceptual inquiry. Choose the genre that suitable with your capabilities and interest such as Still Life, commercial advertising, fashion, portrait, fine art photography, and photojournalism. Produce a concept paper - Concept, Idea, Style and Direction, Medium, and technique Visual Diary - Research and reference, Production process, Documentation	20%	CLO1
	Assignment	Progress work check 2	20%	CLO2
	Assignment	progress work check 3	20%	CLO2
	Assignment	The emphasis of this project is on developing a technically excellent body of work that evidences a strong personal aesthetic and an engagement with conceptual inquiry. Choose the genre that suitable with your capabilities and interest such as Still Life, commercial advertising, fashion, portrait, fine art photography, and photojournalism. Produce a concept paper - Concept, Idea, Style and Direction, Medium, and technique Visual Diary - Research and reference, Production process, Documentation	40%	CLO3

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • M.J. Langford 1996, <i>Basic Photography</i>, Focal Press London • Andreas Feineger 1992, <i>Available Light Photography</i>, Amphoto Publication New York • Jenni Bidner 1997, <i>The Lighting Cookbook</i>, Amphoto Books New York • Hicks, Roger 1994, <i>Studio And Lighting</i>, CASSEL Publications Australia • Collins 1982, <i>Creative Photographic Lighting</i>, Eagle moss Publications Limited London
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	