Course Name (English)	MOTION AND FOTOGRAPHIC DESIGN `APPROVED`
Course Code	VCM774

MQF Credit	2

Course Description	In this course, the candidate will choose to research in a specific discipline in motion and photographic design in visual communication perception. Via process visualization and presentation, student will be exposing to the current overview of the multiple disciplinary in photographic trendsetter's industry. The research will be forms via brainstorming approaches to use motion and photographic images in delivering narrative scripts related to visual communication in electronic media. With these experiences, students will be able to produce a contemporary visual presentation with related skills and knowledge.

Transferable Skills	1. Students are able to synthesize the knowledge and expertise on all aspects of photographic and motion picture and its usage in the multimedia persentation and creative industry. 2. Students are able to design the processes and procedures using the potential offered by digital technology creatively in combining motion and photography. 3. Students are able to design the interactive visual in combining motion and photography into potential of future digital entertainment and can explain the rich heritage of still and moving photography

Teaching Methodologies	Lectures, Demonstrations, Tutorial, Web Based Learning, Discussion, Presentation

CLO		
	CLO1	1. Adopt a new knowledge to solve a visual problem for multiple in multimedia presentation
	CLO2	2. Design an interactive visual in combining motion and photography
	CLO3	3. Explain the rich heritage of still and moving photography as they explore and create in contemporary multimedia s storytelling

Pre-Requisite Courses	No course recommendations

Topics
1. The Significant of Images: Still & Motion 1.1) Understanding society and culture perception
2. Photograph As A Medium In Communication 2.1) Photograph As A Medium In Communication 2.2) Realistic & Intrepertative of images
3. Images In Persuasive Communication 3.1) Iconic images 3.2) The impact of images
4. Seminar / Presentation 4.1) n/a
5. Paper Presentation 5.1) n/a
6. Images Parody in Persuation Communication 6.1) The Spoken Image: Photography and Language
7. Motion Picture 7.1) Motion Picture 7.2) Moving subject & stop motion 7.3) Immersive photography and Virtual Reality 7.4) Interactive presentation

8. Propose a proposal 8.1) n/a
9. Photography in Electronic Media 9.1) The role of virtual and interactive images 9.2) Perceiving press photography: a new integrative model 9.3) Perceiving commercial photography: a new integrative model
10. Contemporary Multimedia Presentation 10.1) Contemporary issues in multimedia production 10.2) The opportunities and benefit 10.3) The benefactor and the impact to the society
11. Seminar Presentation 11.1) n/a
12. Software & Applications 12.1) Interactive Software design 12.2) Still images Software editing 12.3) Illustration and layout software design
13. Progress Work Check 13.1) n/a
14. Seminar Presentation 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are required to expressed an idea through discussion among them. The recommendation of the discussion should be concluded into 12 pages written documentation and should be presented to lecturer in the class. After approval then the idea should be brought into project.	20%	CLO2
	Assignment	This continuous assignment will be delivered on project based method, whereas students are required to form a group of production. This process will take account into the initial plan (ideation), the production (shooting) or collecting data, and Finalizing/editing. Students are required to present thorough class presentation and on line screening.	60%	CLO3
	Individual Project	Each student is required to write an article on specific topic selected e.g: on Technology media, Persuasive Communcation and Motion Photographic especially int he field of Video DSLR.	20%	CLO1

Reading List	Reference Book Resources	• **Barret, T 2004, *Criticizing Photographs – An Introduction to Understading Images. Mautain View:*, Mayfield Publishing Company** • **Ashley la Grange 2005, *Basic critical theory for photographer:*, Focal Press** • **Matthew Bamberg 2012, *New Image Frontiers: Defining The Future Of Photography: Course Technology, a part of Cengage Learning.*** • **Noble, I and Bestley, R 2005, *Visual Research.*, Lausane: AVA Publishing** • **Stephen Pite 2002, *The Digital Designer: 101 Graphic Design Projects for Print, the Web, Multimedia, and Motion Graphics. .*, OnWord Press** • **Wilfried Pichler 2001, *The Language of Picture in Print Media Advertising.*** • **Barton C. White 1993, *The New Ad Media Reality: Electronic Over Print: Quorum Books*** • **Arnoud Frich 2007, *Panoramic Photography: From composition and exposure to final exhibition:*, Focal Press**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	