



**UNIVERSITI TEKNOLOGI MARA**

**PCT554: COMMERCIAL PHOTOGRAPHY**

<b>Course Name (English)</b>	COMMERCIAL PHOTOGRAPHY <b>APPROVED</b>		
<b>Course Code</b>	PCT554		
<b>MQF Credit</b>	3		
<b>Course Description</b>	The subject will emphasize the creative application of studio lighting and fabrication techniques and aesthetics. Through the process Conceptualization, Visualization and then Presentation the student will produce images with concept and idea. This course will focus on varieties of commercial photography – portraiture, fashion, food, setting, still life, architecture, corporate and travel photography. This is a focused course for creative thinkers who have the ambition and drive to work within the photographic industry. Students are encouraged to create innovative as well as traditional solutions. Assignments are structured to encourage thoughtful, individual responses.		
<b>Transferable Skills</b>	Critical thinking Practical Skill Communication skill Teamwork Skill		
<b>Teaching Methodologies</b>	Lectures, Tutorial, Discussion, Presentation		
<b>CLO</b>	CLO1 Able to apply critical thinking about their attitudes towards photography and advertising. CLO2 Able to generate the next wave of commercially pro active photographers. CLO3 Able to enter the industry as educated photographers, able to engage in the broad dialogue that is expected of creative professionals.		
<b>Pre-Requisite Courses</b>	No course recommendations		
<b>Reading List</b>	<table border="1"> <tr> <td><b>Reference Book Resources</b></td> <td> <ul style="list-style-type: none"> <li>• Garth S. Jowett and Victoria O'Connell 1992, <i>Propaganda and Persuasion</i>, Sage Publications, London</li> <li>• Hicks and Schultz 1997, <i>Product Shots, A guild to professional lighti</i>, Rotovision SA, Switzerland</li> <li>• John Child 1999, <i>Essential Skills Studio Photography</i>, Focal Press, Oxford</li> <li>• Bert Eifer 1984, <i>Developing The Creative Edge in Photography</i>, Writer's Digest Books</li> <li>• J. Barry O'Rourke 1986, <i>How to Photograph Women Beautifully</i>, New York, Amphoto Books</li> <li>• Belch. George E. Michael A 1995, <i>Introduction to Advertising and Promotion</i>, An Intergrated Marketing Communications Perpe</li> <li>• Ken Burtenshaw, Nik Mahon and Caraline Barfoo 2006, <i>The Fundamentals of Creative Advertising</i>, AVA Publishing SA</li> <li>• Eliot Siegel 2008, <i>The Fashion Photography Course</i>, Thames &amp; Hudson</li> </ul> </td> </tr> </table>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Garth S. Jowett and Victoria O'Connell 1992, <i>Propaganda and Persuasion</i>, Sage Publications, London</li> <li>• Hicks and Schultz 1997, <i>Product Shots, A guild to professional lighti</i>, Rotovision SA, Switzerland</li> <li>• John Child 1999, <i>Essential Skills Studio Photography</i>, Focal Press, Oxford</li> <li>• Bert Eifer 1984, <i>Developing The Creative Edge in Photography</i>, Writer's Digest Books</li> <li>• J. Barry O'Rourke 1986, <i>How to Photograph Women Beautifully</i>, New York, Amphoto Books</li> <li>• Belch. George E. Michael A 1995, <i>Introduction to Advertising and Promotion</i>, An Intergrated Marketing Communications Perpe</li> <li>• Ken Burtenshaw, Nik Mahon and Caraline Barfoo 2006, <i>The Fundamentals of Creative Advertising</i>, AVA Publishing SA</li> <li>• Eliot Siegel 2008, <i>The Fashion Photography Course</i>, Thames &amp; Hudson</li> </ul>
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<b>Article/Paper List</b>	This Course does not have any article/paper resources		
<b>Other References</b>	This Course does not have any other resources		