UNIVERSITI TEKNOLOGI MARA

PCT654: MAJOR PROJECT

Course Name (English)	MAJOR PROJECT `APPROVED`
Course Code	PCT654

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.

Teaching Methodologies	Lectures, Tutorial, Discussion, Presentation

CLO		
	CLO1	1. Develop portfolio that meet market standards of professional quality.
	CLO2	2. Manipulate electronic imagery, highly skilled and well versed in many varied aspects of photography.
	CLO3	3. Prepared for a career as a Professional photographer.

Pre-Requisite Courses	No course recommendations

Reading List	Reference Book Resources	• Hugh Marshall 1989, *Art-Directing Photography*, North Light Books, Ohio
		• Paul Messari 1997, *Visual Persuasion The role of images in A*, Sage Publications, London
		• John Hart 1995, *50 Portrait Lighting Techniques for Pictures*, Amphoto Books, New York
		• Bert Eifer. 1984, *Developing The Creative Edge in Photography*, Writer?s Digest Books
		• Lucille Khornak 1989, *Fashion Photography a Professional Approach*, New York,Amphoto Books
		• Dan Margulis 1997, *Professional Photoshop*, John Wiley & Son Inc
		• 20th Century Photography 2007, *Museum Ludwig Cologne*, Taschen
		• David Prakel 2009, *Working in Black & White*, AVA Publication SA

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