UNIVERSITI TEKNOLOGI MARA

CPM533: EXPRESSIVE PHOTOGRAPHY

Course Name (English)	EXPRESSIVE PHOTOGRAPHY `APPROVED`
Course Code	CPM533

MQF Credit	3

Course Description	To expose students the traditional & modern studies of expressive photography; assigning the basic usage of the tool to the development of digital workflow. The designed projects or exercises, in which, allows the students a practical in problem solving, with the intention of generating plausible dynamic understanding in the importance of quality of self representation in the modern workflow of the 21st Century Photography. Students are encouraged to be creative in the usage of fusion in traditional art & modern application into their composition.

Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Tutorial, Presentation, Workshop

CLO		
	CLO1	Identify the influence of photography from traditional towards modern application of photography; which defines their portfolio as unique and individualized in accordance to the competitive nature in the industry.
	CLO2	Present narrative in art, via new media and alternative photography methods.
	CLO3	Demonstrates personal stylization with common interest & narrative dialogue that relates to the current affairs & contemporary problems.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Expressive Photography   1.1) What is Expressive Photography   1.2) Who uses this approach   1.3)   1.4) 1st Assignment Project Brief
2. History of Art Photography, Part I: The 19th Century Art Photography-I   2.1) How the media was started   2.2) Who uses the media   2.3) The evolution from analogue to digital
3. History of Art Photography, Part II: The 19th Century Art Photography-   3.1) Modern media approach   3.2) Modern art
4. 1st Assignment presentation and critique (20%).   4.1) Total Progress Marks 20%   4.2)   4.3) 2nd Assignment Project Brief
5. Application & Innovation: Alternative Photography Process   5.1) Other methods in producing photographs   5.2) The varieties of photo techniques
6. Photo-Essay as Art Photography   6.1) Using computer in developing art   6.2) How digital media helps in developing art movement   6.3) Using software and other digital peripherals in art
7. 2nd Assignment presentation and critique (20%)   7.1) Total Progress Marks 40%   7.2)   7.3) 3rd Assignment Project Brief

8. Illustrative Photography: Composite Imageries: 8.1) Advanced techniques and tips 8.2) Arrangements
9. Light Painting Process 9.1) Defining Light Sources 9.2) Types of Light Painting
10. 3rd Assignment presentation and critique 20%). 10.1) Total Progress Marks 60%
11. Light Painting Process Pt. II 11.1) Creating ambient art
12. Image Transfer, Alternative Digital Image-Making Medium 12.1) Using multimedia approach in applied art 12.2) User interface for a two way communication 12.3) Interactive art
13. Exploration of Identity & Personal Narrative 13.1) n/a
14. Final Work Assessment (40%) – All assignments must be submitted before 14.1) One to onr evaluation

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Working from list of consume words, each student will select a word from a 'hat' and produce a simple work in reaction to it. Make a work: decorative, ironic critique, 'truth', or humorous that works with an idea that spontaneously comes to mind, you will work with a writing exercise	20%	CLO2
	Assignment	We now speak of Baby-boomers, Generation X, generation Y. Art practice often attempts to portray the moment through documenting/staging portraits of adolescent that articulate what it is to be living now. Make a portrait of the way you were/are. Refer to the historical and contemporary artworks.	20%	CLO1
	Assignment	Working from list of various words, each student will given word respective lecturer and produce a simple work in reaction to it. Make a work: decorative, ironic critique, 'truth', or humorous that works with an idea that spontaneously comes to mind and one thing not to be forgotten it's abstract.	20%	CLO1, CLO2

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