UNIVERSITI TEKNOLOGI MARA
CPM543: UNDERSTANDING PHOTOGRAPHS

Course Name (English)	UNDERSTANDING PHOTOGRAPHS APPROVED
Course Code	CPM543

MQF Credit	2

Course Description	This course aims to educate students on the importance of photography in visual culture. This includes on the understanding the fundamental characteristics of photographs in the form of descriptive and interpretive as well various types of photographs that are employed as a medium of communication in contemporary visual culture.

Transferable Skills	Demonstrate the ability to dream, imagine and visualize.
	Demonstrate ability to analyse issues/problems from multiple angles and make suggestions.
	Demonstrate maturity of thoughts when responding to multiple inputs and contexts

Teaching Methodologies	Lectures, Discussion, Small Group Sessions

CLO		
	CLO1	Show new concept and creative ideas in understanding photographs.
	CLO2	Demonstrates written and verbal communication skill in understanding photographs.
	CLO3	Study certain issues and explore new information on understanding photographs.

Pre-Requisite Courses	No course recommendations

Topics
1. The Significance of Photography in Visual Culture 1.1) n/a
2. Understanding the role of photographs in communication 2.1) n/a
3. Images Criticism 3.1) 3.1 Defining Criticism 3.2) 3.2 Sources of Criticism 3.3) 3.3 Kinds of Criticism 3.4) 3.4 The Value of Criticism
4. Fundamental elements in Describing Photographs 4.1) Defining description
5. Describing formal elements in photographs 5.1) Subject matters, 5.2) Medium, 5.3) Form, 5.4) Style and 5.5) Comparing & contrasting.
6. Fundamental elements in Interpreting Photographs 6.1) Defining Interpretation 6.2) The objects of interpretation 6.3) Interpretive claims and arguments 6.4) Interpretive perspectives
7. Understanding types of photographs 7.1) Traditional categories

8. First Presentation
8.1) Topic from week 1 until week 7

9. New categories
9.1) Descriptive Photographs
9.2) Explanatory Photograph
9.3) Interpretive Photographs
9.4) Ethically Evaluative Photographs
9.5) Aesthetically Evaluative Photographs
9.6) Theoretical Photographs

10. Photographs and Contexts
10.1) Internal Context
10.2) Original Context
10.3) External Context

11. Evaluating Photographs
11.1) Judgments,
11.2) Reasons,
11.3) Criteria
11.4) Identifying different types of Criteria

12. Identifying different types of Criteria
12.1) Realism
12.2) Expressionism
12.3) Formalism
12.4) Instrumentalism
12.5) Other Criteria

13. Progress Report – Mock Presentation
13.1) n/a

14. Writing and Talk about Photographs
14.1) Final Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	presentation and report	40%	CLO3
	Individual Project	written test / report	40%	CLO2
	Presentation	presentation	20%	CLO1

Reading List	Recommended Text	• **Terry Barrett 2006, *Criticizing Photographs An Introduction to Understanding Images.*, 8, Mayfield Publishing Company. Mountain Views** • **Schirato, T & Webb, J. 2004, *Reading the Visual*, Allen & Unwin. Crows Nest**
	Reference Book Resources	• **Barthes, R 2000, *Camera Lucida*, London : Vintage Classics** • **Berger, J 1973, *Ways of Seeing*, London:Penguin Books** • **Clarke, G 1997, *The Photograph*, Oxford University Press** • **Goldberg, V 1991, *The Power of Photography*, New York: Abberville.** • **Mustaffa Halabi 2011, *Photography: Its Significance and Values in Education.*, Shah Alam: UiTM Press** • **Schirato, T & Webb, J. 2004, *Reading the Visual*, Crows Nest: Allen & Unwin.**
Article/Paper List		This Course does not have any article/paper resources
Other References		• **n/a Mustaffa Halabi 2011, *Photography: Its Significance and Values in Education.* , UiTM Press, Shah Alam** • **n/a 4. Berger, A.A. 1998, *Seeing Is Believing*, Mayfield Publication, London**