



UNIVERSITI TEKNOLOGI MARA

CPM555: ADVERTISING PHOTOGRAPHY

Course Name (English)	ADVERTISING PHOTOGRAPHY APPROVED
Course Code	CPM555
MQF Credit	4
Course Description	The course will survey the business of photography by examining industry standards of working in areas such as tabletop, lifestyles, stock, catalog, products, services and branding. The course will examine trends in advertising, public relations, business to business, artistic process, print, advertorial, social media and all area related to advertising photography. The course will focus more on developing an idea to produce an advertisement that can communicate to the right audience. The students also needed to produce good portfolios ready for the interviews during the course
Transferable Skills	critical thinking practical skills ethics & values professionalism problem solving
Teaching Methodologies	Lectures, Studio, Field Trip, Case Study, Problem Based Learning (PBL), Collaborative Learning, Project-based Learning
CLO	CLO1 Solve visual issues and problems related to advertising photography. CLO2 Display photography skills for advertising purposes CLO3 Demonstrate ethics and professionalism in advertising photography.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Advertising Creativity 1.1) Analyzing the brief 1.2) Ideas hunting 1.3) Assessing creative ideas 1.4) Theories & technique of ideation in advertising 1.5) Understanding Brand	
2. Analysis of advertising messages 2.1) Form, color and composition 2.2) Image & culture 2.3) Lifestyles, concepts and ideas 2.4) Context and narrative	
3. Gear for studio product photography & art directing 3.1) Camera 3.2) Lenses 3.3) Studio lighting 3.4) Light modifiers 3.5) Art directing	
4. Insight on Advertising Photography: Food & Drink Photography 4.1) Liquid and beverages 4.2) Food styling 4.3) Prop styling	
5. Insight on Advertising Photography: Product Photography 5.1) Product Advertising 5.2) Catalogue 5.3) Product Photography for Packaging	

6. Insight on Advertising Photography: Services & Campaign 6.1) Campaign Advertising
7. Insight on Advertising Photography: Places of interest. 7.1) Stock Images
8. Art in Advertising 8.1) The meaning and need of Art photography in Advertising 8.2) Visual Creativity 8.3) Ways of Seeing
9. Post production 9.1) Focus stacking 9.2) Digital workflow 9.3) Retouching
10. Build great portfolio, promoting an artwork & assignment management 10.1) Portfolios 10.2) Sell images online 10.3) Dealing with client 10.4) Budget

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	case study required the students to practice ethics and professionalism in work responsibility and work ethics which relates to MQF 4 LOD	20%	CLO3
	Assignment	Critical analysis and research on current issues and trends require student to select appropriate techniques, materials and technology which contributes to attribute of 'problem solving & scientific skills' in MQF 6 LOD.	40%	CLO1
	Assignment	Studio & individual projects to show advertising photography skills, related to MQF LOD2	40%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • David Praker 2010, <i>The Fundamentals of Creative Photography</i>, AVA Publishing [ISBN: 9782940411139] • Lou Lesko, Bobbi Lane 2007, <i>Advertising Photography</i>, Course Technology Ptr [ISBN: 1598634062] • Teri Campbell 2012, <i>Food Photography & Lighting</i>, New Riders Pub [ISBN: 0321840739] • Helene Dujardin 2011, <i>Plate to Pixel</i>, John Wiley & Sons [ISBN: 9780470932131] • Bryan Peterson 2015, <i>Learning to See Creatively, Third Edition</i>, Amphoto Books [ISBN: 9781607748281]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	