



UNIVERSITI TEKNOLOGI MARA

CPM605: FASHION AND BEAUTY PHOTOGRAPHY

Course Name (English)	FASHION AND BEAUTY PHOTOGRAPHY APPROVED
Course Code	CPM605
MQF Credit	4
Course Description	This course provides in-depth study of professional commercial photography, focusing on fashion and portraiture. Through conceptualization, visualization and presentation process, student will be exposed to the latest fashion photography trends and practice in the industry. Assignments are structured to encourage students to be a thoughtful and responsible photographer towards the local scene. This course is developed to produce students that is capable of producing high quality fashion and portrait photography portfolio.
Transferable Skills	Lighting techniques, Image editing techniques, Communication skills, Professionalism.
Teaching Methodologies	Lectures, Studio, Demonstrations, Practical Classes, Presentation
CLO	<p>CLO1 Analyze issues and trends related to fashion and beauty photography.</p> <p>CLO2 Display the proper skills and techniques in fashion and beauty photography.</p> <p>CLO3 Demonstrate good communication skill as a leader or team member in fashion and beauty photography projects.</p> <p>CLO4 Demonstrate entrepreneurial skill and interest when performing business activities related to fashion and beauty photography.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Photography and its significant : Portrait, Fashion & Culture	
<p>1.1) Fashion Photography in Malaysia</p> <p>1.2) History of fashion photography</p> <p>1.3) Fashion photography VS portrait photography</p> <p>1.4) Understanding society</p> <p>1.5) Culture perception.</p>	
2. Interpersonal Communication	
<p>2.1) Verbal and non-verbal communication</p> <p>2.2) How to create harmony mood on location</p> <p>2.3) One-way VS two-way communication</p>	
3. Professional side of portrait photography	
<p>3.1) Portraiture: Culture and limitation in society</p> <p>3.2) Picture as a universal language</p> <p>3.3) The roles of portraiture</p> <p>3.4) The principles that can create an impact in portraiture</p> <p>3.5) Character and personality</p> <p>3.6) The perfect portrait guides</p> <p>3.7) Informal vs formal portrait</p>	
4. Conceptual & Art Portraiture	
<p>4.1) Art & expression</p> <p>4.2) Art direction & Conceptual</p>	
5. Visual research	
<p>5.1) Icon and trendsetters</p> <p>5.2) Inspired artist</p> <p>5.3) Thinking of visual impact and inspiration</p>	

<p>6. Assessing Creative Ideas & Location Study 6.1) Understanding of choice between a studio and location 6.2) Control over artificial and available lighting</p>
<p>7. Understanding your client 7.1) Planning and consultation 7.2) Working with client 7.3) Editorial production 7.4) Best workflow practice</p>
<p>8. Working with industries 8.1) Editorial: Magazine cover, cover story 8.2) Fashion spread: Concept and ideas 8.3) Collaboration: Designer, Art Director, Stylist and Make-up artist</p>
<p>9. Professional Side of Fashion Photography 9.1) Fashion: Sign of Language and iconographic 9.2) 9.3) Type of Fashion photography 9.4) i. Catalog 9.5) ii. Editorial 9.6) iii. High Fashion 9.7) 9.8) Four aspects to Work on To Break into the Industry 9.9) i. Basic Technical knowledge 9.10) ii. Understanding light 9.11) iii. Understanding the process 9.12) iv. Self-Marketing</p>
<p>10. The Glamour Portrait 10.1) Reasons for Commissioning a Glamour Portrait 10.2) Factors that impact posing style</p>
<p>11. Fashion and Advertising 11.1) Corporate shot 11.2) Image bank 11.3) Digital retouching 11.4) Digital Imaging Process</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Presentation on the task or project given to show 'communication skills' in delivering information.	10%	CLO3
	Assignment	Showing 'entrepreneurial skill' and interest when performing business activities related to the task given.	10%	CLO4
	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'.	40%	CLO1
	Assignment	Studio & individual projects to show fashion & beauty photography skills.	40%	CLO2

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Lara Jade 2012, <i>Fashion Photography 101</i>, Ilex Press [ISBN: 1908150459] • Emmanuelle Dirix, <i>High Fashion</i> [ISBN: 0500518076] • Melissa G. Carr, Lisa Hopkins Newell 2014, <i>Guide to Fashion Entrepreneurship</i>, A&C Black [ISBN: 1609014936] • Jennifer Croll 2014, <i>Fashion That Changed the World</i>, Prestel Pub [ISBN: 3791347896] • Patrizia Calefato 2014, <i>Luxury</i>, Bloomsbury Publishing [ISBN: 0857853317] • Nigel Atherton, Steve Crabb 2006, <i>An Illustrated A to Z of Digital Photography: People and Portraits</i>, Fairchild Books [ISBN: 288479087X] • Alicia Caine 2015, <i>The Photographer's Pricing System: Get paid what you're worth for portraits and weddings</i>, 1 edition Ed., Peachpit Press [ISBN: 0134181670] • Gregory Heisler 2013, <i>Gregory Heisler: 50 Portraits: Stories and Techniques from a Photographer's Photographer</i>, 9/22/13 edition Ed., Amphoto Books [ISBN: 0823085651] • Brian Smith 2012, <i>Secrets of Great Portrait Photography: Photographs of the Famous and Infamous (Voices That Matter)</i>, 1 edition Ed., New Riders [ISBN: 0321804147] • Mark Cleghorn 2012, <i>Portrait Photography</i>, Lark Books [ISBN: 1454702435] • Elizabeth Messina 2012, <i>The Luminous Portrait</i>, Amphoto [ISBN: 9780817400125]

Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> • Website Norzaleha Zainun 2014, <i>A study on the manifestation of Islamic value in contemporary womens' fashion in Malaysia</i>, UiTM http://ir.uitm.edu.my/id/eprint/14229/
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