



UNIVERSITI TEKNOLOGI MARA

CPM665: SEMINAR: PHOTOGRAPHY TRENDS AND EVENT MANAGEMENT

Course Name (English)	SEMINAR: PHOTOGRAPHY TRENDS AND EVENT MANAGEMENT APPROVED
Course Code	CPM665
MQF Credit	3
Course Description	This subject is designed to introduce students on the current market trends and issue in photography. Students also learn how to do research practice and creative process that should be applied before executing a photography project. This includes the preparation of a concept paper in describing the rationale of the project. In this course, students should explain on how the project will be implemented in terms of research methodology, approach, concept & style and source of inspiration.
Transferable Skills	Demonstrate ability to communicate clearly and confidently, and listen critically. Demonstrate ability to socialize with people from different walks of life. Demonstrate ability to work professionally and contribute positively in a team.
Teaching Methodologies	Lectures, Seminar/Colloquium, Presentation, Industrial Talk
CLO	CLO1 Identify current issues within the community or industry in order to organize a Photography Camp, Community Service, Exhibition or Seminar. CLO2 Demonstrate written and verbal communication skill, leadership values and cooperation among team members in organising a team project. CLO3 Follow a timeframe and manage the specific task given in completing a project to increase effectiveness and efficiency.
Pre-Requisite Courses	No course recommendations
Topics	<p>1. Introduction to Module. 1.1) Definition of Trends and Issue 1.2) Importance of Trend Study and Understanding Issues 1.3) Opportunities, Challenges and Threats</p> <p>2. Discussion on Current Trends and Issues in Photography Technology 2.1) Camera 2.2) Lenses 2.3) Software</p> <p>3. Discussion on Current Trends, Issues and Future Direction in Related with Several Photography Genres 3.1) Photojournalism 3.2) Commercial Photography 3.3) Art Photography</p> <p>4. Analyze on Stock Photography 4.1) Trend of Images, Market Demand and Business Opportunity</p> <p>5. Industrial Visit 5.1) Visiting the Agency</p> <p>6. Photographic Society and Social Media (Social Function of Images) 6.1) N/A</p> <p>7. Photography Event Management 7.1) Organize A Photography Camp/ Community Service, Exhibition/Seminar</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Showing 'teamwork skills' and support for other team members in completing a team project or task which contributes to MQF LOD5.	20%	CLO2
	Assignment	Report and presentation on the task or project given to show 'responsibility' in delivering visual information to the public, which contributes to MQF LOD3.	40%	CLO1
	Assignment	Showing 'entrepreneurial skill' and interest when performing business activities related to the task given which contributes to MQF LOD8.	40%	CLO3

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Gavin Ambrose 2015, <i>Design Thinking for Visual Communication</i>, 2nd Ed., Bloomsbury Publishing [ISBN: 9781472572714] • Nicole Ferdinand, Paul J. Kitchin 2016, <i>Events Management An International Approach</i>, 2nd Ed., SAGE Publishing • Ruth Dowson, David Bassett 2015, <i>Event Planning and Management</i>, Kogan Page Limited [ISBN: 9780749471392] • Daniel J. O'Keefe 2002, <i>Persuasion</i>, SAGE [ISBN: 0761925392] • Dorothe Gerritsen, Ronald van Olderen 2014, <i>Events as a Strategic Marketing Tool</i>, CABI [ISBN: 178064261X]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	