UNIVERSITI TEKNOLOGI MARA
CPM676: PHOTOGRAPHIC PUBLICATION AND PORTFOLIO

Course Name (English)	PHOTOGRAPHIC PUBLICATION AND PORTFOLIO `APPROVED`
Course Code	CPM676

MQF Credit	3

Course Description	Photography Publication and Portfolio is a course that focused on the continued development and refinement of students' individual photographic style documentation and presentation. The course will emphasize the process involved in generating a portfolio of images, identifying and considering the best methods for presentation/distribution of photographs. Lectures will include demonstrations/workshops on producing professional archival prints, assembling a portfolio of photographs, submitting work for review, and preparing photographs for an exhibition. Required projects will involve the creation of a group and individual portfolio of photographic images, where students will learn how to present these images, and professionally promote the work through writing, speaking, website and photographic publishing.

Transferable Skills	Generating a portfolio of images through the best methods for presentation of photographs

Teaching Methodologies	Lectures, Blended Learning, Demonstrations, Practical Classes, Tutorial, Discussion, Presentation, Workshop

CLO	CLO1	Prepare an individual photography portfolio which accepted by industry standards.
	CLO2	Present and exhibit their creative photography artworks more professionally and confidently through individual and group portfolio
	CLO3	Understand techniques/ methods to promote photographic images professionally

Pre-Requisite Courses	No course recommendations

Topics
1. Publication design Knowledge analysis (typographic study) 1.1) Introduction
2. Gathering Previous Artwork 2.1) What's the idea? 2.2) The relationship between concepts and creativity
3. Understanding, Designing and Preparing Portfolio 3.1) Visual Diary 3.2) Content 3.3) 40 pgs. Layout Design 3.4) Related References – 3.5) Non Related Refs – 3.6) A3 Poster 3.7) Related References – 3.8) Non Related Refs – 3.9) Postcard 3.10) Related References – 3.11) Non Related Refs – 3.12) Business Card 3.13) Related References – 3.14) Non Related Refs –
4. Understanding, Designing and Preparing Portfolio 4.1) MOOD BOARD

5. Understanding, Designing and Preparing Portfolio
5.1) Interface MOOD
5.2) Title establishment
5.3) Size
5.4) Content
5.5) Typography
5.6) Theme
5.7) Front Cover
5.8) Back Cover
5.9) Spine
5.10) Separator/Section
5.11) Theme
5.12) Acknowledgment
5.13) Writer Profile
5.14) Caption
5.15) Write-up

6. Understanding, Designing and Preparing Portfolio
6.1) Documentation of Images
6.2) Theme, Style and Design
6.3) Assignment 2 - Understanding Portfolio

7. Understanding, Designing and Preparing Portfolio
7.1) The contents of Portfolio
7.2) 40 pgs. Layout Design – 25%
7.3) Previous Artwork
7.4) Current Artwork
7.5) (Main Structure)
7.6) Title establishment
7.7) Size
7.8) Content
7.9) Typography
7.10) Theme
7.11) Front Cover
7.12) Back Cover
7.13) Separator/ Section Theme
7.14) Acknowledgment
7.15) Writer Profile
7.16) Caption
7.17) Write-up

8. Understanding, Designing and Preparing Portfolio
8.1) Assessment of Assignment 2
8.2) A3 Poster
8.3) 5 Design (Theme)
8.4) Postcard
8.5) 5 Design (Theme)
8.6) Business Card
8.7) 5 Design (Theme)

9. Publication and Presentation Strategy
9.1) Mock up 1 review

10. Publication and Presentation Strategy
10.1) Printed
10.2) Assignment 3

11. Publication and Presentation Strategy
11.1) Mock up 2 review

12. Publication and Presentation Strategy
12.1) Digital/ Web
12.2) Exhibition

13. Publication and Presentation Strategy
13.1) Final Discussion and Work Preparation

14. Publication and Presentation Strategy
14.1) Final Assessment and Final Work Submission

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	This project is designed to enable students to understand the important of portfolio and process of generating a portfolio of images. Mark will be given based on sketched layout of student idea and a brief outline of the potential portfolio.	20%	CLO1
	Discussion	This is production project of Individual Creative Printed Portfolio based on the proposal approved on first assignment. Mark will be given based on each finished photographic print presented in a portfolio box or custom-portfolio book.	20%	CLO2
	Final Project	Student needs to do individual presentation by explaining and defends their own portfolio. marks are based on creativity of the student in capturing, design, arranging and finishing their own portfolio.	40%	CLO3
	Presentation	This project is designed to enable students to gained a sense of technical execution and craftsmanship on producing their own portfolio. student will be evaluating based on their presentation.	20%	CLO3

Reading List	Recommended Text	• **Portfolio Hardcover 2010,** *Design Is How It Works: How the Smartest Companies Turn Products into Icons*, **1 Ed., Portfolio Hardcover [ISBN: 1101437081]**
		• **Maura Keller 2010,** *Design Matters*, **Rockport Publishers [ISBN: 9781592536023]**
		• **Petra Vogt 2012,** *Create Your Own Photo Book*, **1 Ed., O'Reilly Media, Inc. [ISBN: 9781933952925]**
		• **2012,** *Show Case. Developing, Maintaining, and Presenting a Design-Tech Portfolio for Theatre and Allied Fields*, **Taylor & Francis [ISBN: 978-0-240-819]**
		• **Lindsay Adler 2013,** *Creative 52*, **Pearson Education [ISBN: 9780321934918]**
		• **Christopher J Frank, Paul F. Magnone 2011,** *Drinking from the Fire Hose: Making Smarter Decisions Without Drowning in Information (Portfolio),* **Portfolio Hardcover [ISBN: 9781591844266]**
		• **David McKay,** *Photography Demystified* **[ISBN: 9781945176968]**
		• **Michael Janda 2013,** *Burn Your Portfolio*, **Pearson Education [ISBN: 9780321918680]**
	Reference Book Resources	• **Rosamund Kidman Cox 2012,** *Wildlife Photographer of the Year*, **Natural History Museum, London [ISBN: 0565093177]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	