



UNIVERSITI TEKNOLOGI MARA

CPM686: DEGREE PROJECT

Course Name (English)	DEGREE PROJECT APPROVED
Course Code	CPM686
MQF Credit	7
Course Description	The emphasis of this course is on developing a technically excellent body of work that evidences a strong personal aesthetic and an engagement with conceptual inquiry. Students receive and participate in intensive critique of photographic projects and be provided with personalized guidance and advice regarding developing and refining a personal vision and style to produce a strong, finished portfolio for commercial market place.
Transferable Skills	problem-solving time-management communication leadership
Teaching Methodologies	Lectures, Tutorial, Discussion, Presentation
CLO	CLO1 i. Develop portfolio that meet market standards of professional quality CLO2 ii. Reinforce electronic digital imagery, highly skilled and well versed in many varied aspects of photography CLO3 iii. Perform a good attitude as a creative professional photographer
Pre-Requisite Courses	No course recommendations
Topics	
1. A process for project proposal 1.1) Choosing a title 1.2) Background of proposed project 1.3) Aim and objective 1.4) View and theories 1.5) Project implementation/method 1.6) Conclusion 1.7) Bibliography/reference	
2. Project proposal 2.1) 1- presentation and critique	
3. Ten Steps to Creating Remarkably Better Pictures 3.1) Pre shoot 3.2) The shoot 3.3) Post shoot	
4. Concept and Project Development 4.1) Strategies and project planning 4.2) Technical approaches and processes 4.3) Media and technique 4.4) Improving the concept and ideas	
5. Progress Work Check 1 5.1) 1- Criticism, suggestion and discussion	
6. Research, Survey and Reference 6.1) Topic area and background research 6.2) Analysis and discussion	
7. Visualization and Form 7.1) Actual shooting based on decided topic, concept and styles.	

<p>8. Analyze your Photographic Style 8.1) Applying personal icons, ideology and style to final visual images 8.2) Image identity.</p>
<p>9. Progress Work Check 2 9.1) 1 -Criticism, suggestion and discussion</p>
<p>10. Retouching, Mounting and Framing 10.1) Computer image manipulation 10.2) Retouching 10.3) Finishing of works</p>
<p>11. Self Critique 11.1) A guide for evaluating your own photos</p>
<p>12. Progress Work Check 3 12.1) 1 - Criticism, suggestion and discussion</p>
<p>13. Presentation Skill 13.1) Convincing Facts and statements 13.2) Background research and supporting resources 13.3) Introduction and conclusion 13.4) How to make a creative presentation.</p>
<p>14. Final Assessment 14.1) 1 - Degree Show</p>

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1	20%	CLO2
	Assignment	Assignment 2	20%	CLO3
	Assignment	Assignment 3	40%	CLO3
	Presentation	Project Proposal	20%	CLO1
Reading List	Recommended Text	<ul style="list-style-type: none"> John Hart 1995, <i>50 portrait lighting techniques for pictures that sell</i>, Amphoto New York [ISBN: 0817438602] 		
	Reference Book Resources	<ul style="list-style-type: none"> Museum Ludwig Cologne (Editor) 2007, <i>Photography of the 20th Century</i>, Taschen [ISBN: 9783822840832] Paul Messari 1997, <i>Visual Persuasion – The role of images in Advertising</i>, Sage Publications London Sean Hall 2012, <i>This Means This, This Means That</i>, 2 Ed., Laurence King Publishers [ISBN: 9781856697354] Hugh Marshall 1989, <i>Art-directing photography</i>, Phaidon Oxford [ISBN: 0714826006] by David Pr?akel, <i>Working in black & white</i>, Lausanne ; AVA Academia, 2008. [ISBN: 294037385X] Siegel 2008, <i>Fashion Photography Course: Principles, Practice, & Techniques</i>, Thames & Hudson [ISBN: 9780500287699] 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			