



UNIVERSITI TEKNOLOGI MARA

CPM696: INDEPENDENT PHOTOGRAPHY PROJECT

Course Name (English)	INDEPENDENT PHOTOGRAPHY PROJECT APPROVED
Course Code	CPM696
MQF Credit	4
Course Description	This course will equip students with appropriate methodology to produce a series of photography. Student will focus on one selected issue from any genre of photography and doing research /analyze for understand it in depth, and finally able to express his own views about that issue. To accomplish this task, students have to integrate knowledge and skills in many related aspects they had learned during their studies before. As a conclusion, this final project is very interesting and challenging, because it gives opportunity to students to propose, to implement, creative self-expression through images.
Transferable Skills	Communication, analytical skills, leadership skills, management skills, problem-solving skills
Teaching Methodologies	Lectures, Blended Learning, Case Study, Practical Classes, Presentation, Project-based Learning
CLO	<p>CLO1 Analyze current issues or problem based on visual context related to photography to produce a portfolio that meets the industry's requirement. (C4) (PLO6)</p> <p>CLO2 Display the proper skills and techniques in independent photography project. (P4) (PLO2)</p> <p>CLO3 Demonstrate written and verbal communication skill in presenting photography related discussions or project. (A3) (PLO5)</p> <p>CLO4 Follow a timeframe and manage the task given in completing a specific project to increase effectiveness and efficiency. (A3) (PLO8).</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Commercial Illustration Photography	
1.1) • Creative Still Life (table top) 1.2) • Conceptual Product shot 1.3) • Architecture/Travel/Industrial 1.4) • Portrait 1.5) • Fashion	
2. Photo Journalism	
2.1) • Realistic Photograph 2.2) • Editorial 2.3) • Documentary Photograph 2.4) • Event	
3. Fine Art Photograph	
3.1) • Expressionistic Photograph	
4. Projects Concept and development	
4.1) • Strategies and project planning	
5. Projects development	
5.1) • Survey / research / study on subject 5.2) • Technical approach and process	
6. Visualization and form	
6.1) • Shooting based on decided theme, concept and ideas.	

7. Presentation Skill

- 7.1) • Convincing Facts and statements
- 7.2) • Background research and supporting resources
- 7.3) • Introduction and conclusion
- 7.4) • How to make a creative presentation.

8. Progress work check

- 8.1) • Finalizing project work for final presentation
- 8.2) • Review and development.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Showing 'management skill' while conducting a photography project or task which contributes to MQF LOD8.	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' in MQF 6 LOD.	40%	CLO1
	Individual Project	individual projects to show independent photography project skills, related to MQF LOD2	40%	CLO2
	Presentation	Presentation of projects to show competency in photography related discussions, which contributes to MQF LOD5	10%	CLO3

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	<ul style="list-style-type: none"> • Book David 2016, <i>Photography: The Key Concepts</i> • Book Marco Antonini 2015, <i>Experimental photography: a handbook of techniques</i> • Book Tal Guy 2015, <i>More than a rock: essays on art, creativity, photography, nature, and life</i> • Book Mike Simmons 2015, <i>Making photographs: planning, developing, and creating original photography</i> • Book Marien, Mary Warner 2015, <i>Photography visionaries</i>