



## UNIVERSITI TEKNOLOGI MARA

### EAD474: EXPERIMENTAL PHOTOGRAPHY

<b>Course Name (English)</b>	EXPERIMENTAL PHOTOGRAPHY <b>APPROVED</b>
<b>Course Code</b>	EAD474
<b>MQF Credit</b>	2
<b>Course Description</b>	The students would be exposed to the fundamentals of alternative process studies; assigning the basic usage of the tool in the development of idea generation workflow & its implementations. The designed projects or exercises, in which, allows the students a practical in problem solving, with the intention of generating plausible dynamic composition possible within the material studies and greater understanding in the importance of quality presentation in the post-process in image-making. Students are encouraged to be creative in the usage of art fundamentals into their composition.
<b>Transferable Skills</b>	Demonstrate the ability to dream, imagine and visualize  Demonstrate analytical skills using technology.  Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
<b>Teaching Methodologies</b>	Lectures, Demonstrations, Tutorial, Workshop
<b>CLO</b>	CLO1 Able to identify and understand the influence of photography in artistic design factors; from basic fundamental composition in the post outcome of professional quality output CLO2 Build Creative Avenue in various material options through thought-out series of problem solving in conventional & innovative methods CLO3 Value the possibilities in material studies in its manipulation & its limitations to support the preliminary idea generations or sketches.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Experimental Photography</b> 1.1) The impact of experimental photography. 1.2) Understanding alternative process. 1.3) What is alternative process?	
<b>2. History of Media Studies Lecture</b> 2.1) Development of media studies 2.2) Understanding media the last 200 years 2.3) Understanding media the next 20 years	
<b>3. Alternative Photography Process</b> 3.1) Neosymbolism 3.2) Neomysticism	
<b>4. 1st Assignment Project Brief</b> 4.1) n/a	
<b>5. Media &amp; Performance</b> 5.1) Minimalist and Conceptual Trends towards Post Modernism Spectacle.	
<b>6. Application &amp; Innovation: Computer Art in Environmental Trajectory</b> 6.1) Relationship between creativity and innovation 6.2) Interactive model	

<b>7. 1st Assignment Assessment (30%).</b> 7.1) n/a
<b>8. Material Studies;</b> 8.1) Fiber-based Materials as receptive elements for photographic transfer
<b>9. Multi-Media Application</b> 9.1) The basic characteristics of multimedia 9.2) Fundamental information and properties of hypermedia
<b>10. 2nd Assignment presentation and correction (30%).</b> 10.1) n/a
<b>11. Environmental Ambient Photography</b> 11.1) Ambient lighting 11.2) Non-objective content
<b>12. Illustrative Photography: Composite Imageries</b> 12.1) Illustrative lighting 12.2) Illustrative composition
<b>13. Illustrative Photography: Composite Imageries: Pt. II</b> 13.1) n/a
<b>14. Final Work Assessment (40%)</b> 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Neosymbolism : The emphasis of this project is on developing a technically excellent body of work that evidences a strong personal aesthetic and an engagement with conceptual inquiry.	30%	CLO1
	Assignment	Neomysticism : The emphasis of this project is on developing a technically excellent body of work that evidences a strong personal aesthetic and an engagement with conceptual inquiry. Use these two methods to create a body of work	30%	CLO2
	Assignment	Futuristic and Free Style : The emphasis of this project is on developing a technically excellent body of work that evidences a strong personal aesthetic and an engagement with conceptual inquiry. Choose the two out of three methods that suitable with your capabilities and interest such as photography technique/Photo collage/Digital manipulation. Produce a concept paper- concept, idea, style, direction, medium and technique.	40%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Fraser, B. &amp; Schewe, F. 2007, <i>Real World Camera Raw with Adobe PhotoShop CS3</i>, Peachpit Press</li> <li>• London, B. Upton, J., Stone, &amp; Stone, J., 2007, <i>Photography</i>, Prentice Hall</li> <li>• Freeman M. 2006, <i>The Complete Guide to Light &amp; Lighting in Digital Photography</i>, Lark Books NC</li> <li>• Ang, T. 2008, <i>Digital Photography Masterclass</i>, DK Publishing, Inc</li> <li>• Langford, Micheal 2005, <i>Langford's Starting Photography, Fourth Edition: A guide to better pictures for film and digital camera users</i></li> <li>• Barrett, Terry 1999, <i>Criticizing Photographs: An Introduction to Understanding Images</i>, McGraw-Hill</li> <li>• Rosenblum, Naomi 1997, <i>A World History of Photography</i>, Abbeville Press, Inc</li> </ul>
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources