



UNIVERSITI TEKNOLOGI MARA

PCT214: NARRATIVE AND ART PHOTOGRAPHY

Course Name (English)	NARRATIVE AND ART PHOTOGRAPHY APPROVED
Course Code	PCT214
MQF Credit	2
Course Description	This course aims to give opportunity for students to choose narrative methods to develop idea and creativity. Students can also choose various type of medium to express their creativity element. Students are required to implement creative thinking and research to ensure they can develop ideas. This course also requires the student to apply critical thinking and creative problem solving technique by developing new idea, and theories.
Transferable Skills	Student will be able to apply photography knowledge in art skills.
Teaching Methodologies	Lectures, Field Trip, Tutorial, Presentation
CLO	CLO1 Transfer the knowledge and explore various narrative methods utilizing various visual techniques. (C3) CLO2 Construct new techniques to be applied into their works to seek responsive values from audience. (P4) CLO3 Describe the visual language as a communication tool to deliver the message. (A3)
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to the significant icon in art photography-Narrative work 1.1) Style 1.2) Content 1.3) Subject 1.4) Medium	
2. Idea and movement in art photography 2.1) Naturalist 2.2) Surrealism 2.3) Straight photography 2.4) Bauhaus	
3. The study of quality of light and shadow 3.1) Qualities of ambiance light and artificial	
4. The study of quality of light and shadow 4.1) Directions of light 4.2) Times of light 4.3) Amount of light	
5. Idea development 5.1) Academic visit	
6. The study characteristic of photography 6.1) Imaginative	
7. The study characteristic of photography 7.1) Intellectual content 7.2) Aesthetic value	
8. The study of understanding literal language to visual language 8.1) Understanding in visualizing	

9. Preview 9.1) Preview
10. The study of understanding literal language to visual language. 10.1) Meaning and understanding
11. The study of understanding literal language to visual language 11.1) Understanding in visualizing
12. Critic session 12.1) Critic session
13. Assessment 13.1) Presentation of all 1st to Final assignments
14. Final Discussion and Work Preparations 14.1) Preparing for work submission. 14.2) Mounting and framing. 14.3) Final Work Submission (40%) – All assignments must be submitted before examination week starts.

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	1st Assignment	12%	CLO1
	Assignment	2nd Assignment	12%	CLO1
	Assignment	3rd Assignment	12%	CLO2
	Assignment	4th Assignment	12%	CLO2
	Assignment	5th Assignment	12%	CLO3
	Assignment	Final	40%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Hope, Terry 2013, <i>Fine art photography: creating beautiful images for sale and display</i>, RotoVision Mies, Switzerland • McDarrah, Gloria S 2002, <i>The photography encyclopedia</i>, Schirmer New York • W P Strickland 2009, <i>The Fine Arts Photography</i>, University of Michigan Humanities Text Initiative • Tony Sweet 2011, <i>Fine Art Photography High Dynamic Range: Realism, Superrealism, and Image Optimization for Serious Novices to Advanced</i>, Stackpole books • Gerhard Rossbach 2012, <i>5. Gerhard Rossbach, 2012, The Art of Photography: An Approach to Personal Expression</i>, Rooky Nook Inc
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources