



UNIVERSITI TEKNOLOGI MARA

PCT233: EXPRESSIVE PHOTOGRAPHY

Course Name (English)	EXPRESSIVE PHOTOGRAPHY APPROVED
Course Code	PCT233
MQF Credit	4
Course Description	This course introduces students to the fundamental techniques of Art photography. Weekly assignments, lectures, demonstrations and in-class critiques will give students the tools for creative exploration and expression in the medium of photography. 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	Assignments and project that shows 'practical skill' and competence which contributes to MQF LOD2.
Teaching Methodologies	Lectures, Tutorial, Discussion, Presentation, Small Group Sessions
CLO	CLO1 Implementing new concept / creative ideas in photographic art. CLO2 Display the proper skills and techniques in photographic art. CLO3 Select required information from multiple sources and research for new concepts / ideas.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to the significant and inspiration icon in art photography. 1.1) • Style 1.2) • Content 1.3) • Subject 1.4) • Medium	
2. 2. Ideas and movement in art photography. 2.1) • Naturalist 2.2) • Surrealism 2.3) • Straight photography 2.4) • Bauhaus	
3. 3. Elements of 6 senses in art photography. 3.1) N/A	
4. 4. The study of quality of light and shadow. 4.1) • Directions of light 4.2) • Times of light 4.3) • Subject contrast 4.4) • Silhouettes	
5. 5. The study of characteristic of photography. 5.1) • Idea and development. 5.2) • Research and resources	
6. 6. The study of framing the subject 6.1) • Subject placement 6.2) • Format 6.3) • Balance 6.4) • Vantage point	

<p>7. 7. The study characteristic of photography 7.1) • Intellectual content 7.2) • Aesthetic value</p>
<p>8. 8: Academic Trip 8.1) N/A</p>
<p>9. 9. The study of understanding literal language to visual language. 9.1) • Imaginative 9.2) • Literal language to visual 9.3) • Understanding in visualizing</p>
<p>10. 10. Alternative Realities 10.1) • Meaning and understanding 10.2) • Real and surreal 10.3) • Experimentation and techniques</p>
<p>11. 11. Style and Trends in Art Photography 11.1) • Meaning and understanding</p>
<p>12. 12. Planning an Exhibition 12.1) • Organizing an exhibition 12.2) • Presenting your work</p>
<p>13. 13. Final Discussion and Work Preparations 13.1) • Preparing for work submission 13.2) • Mounting and framing. 13.3) • Presenting your work</p>
<p>14. 14. Assessment 14.1) N/A</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	STRAIGHT PHOTOGRAPHY This project is designed to enable students to: 1. Student will know about how to produce research and understanding of the straight photography 2. Exposure the student to maximize the use of visual language of photography in doing work. 3. Increase knowledge and learning on way, method and technique in creation of art photography images.	15%	CLO2
	Assignment	STREET PHOTOGRAPHY This project is designed to enable students to: 1. Student will know about how to produce research and understanding of the street photography 2. Appreciate and unravel the visual coincidences that make meaning in a photography 3. Identify well-known photographers who inspire and influence their personal practice	15%	CLO1
	Assignment	ARCHITECTURE PHOTOGRAPHY This project is designed to enable students to: 1. To develop and understanding about the art architecture photography. 2. Inspired the student in the process of learning narrative art photography as visual language. 3. Produce research showing an understanding of the architecture photography images.	15%	CLO2
	Assignment	PEOPLE AND CHARACTER This project is designed to enable students to: 1. Understanding the element of art and photography. 2. Understand the importance of photograph in expressive the impression of oneself. 3. Recognizes the character of people as main subject.	15%	CLO1
	Assignment	FINAL PROJECT This project is designed to enable students to: 1. Expose the student to do the best work as a manifestation of understanding in learning narrative art and photography. 2. Understand the concept and practice of art photography as language. 3. Understand the important of photograph in expressive through narrative and art photography.	40%	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	This Course does not have any other resources