



Title:	Food, Photography & Styling APPROVED
Long Title:	Food, Photography & Styling
Module Code:	HOSP7007
Duration:	1 Semester
Credits:	5
NFQ Level:	Intermediate
Field of Study:	Hospitality
Valid From:	Semester 1 - 2017/18 (September 2017)
Module Delivered in	2 programme(s)
Module Coordinator:	Noel Murray
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Module Description:	The learner will gain an introduction into the field of food critique, photography and styling. It will enhance their culinary artistic skills and build on knowledge relating to food writing.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Critically examine photographic techniques in relation to food styling and design within the field of culinary arts.
LO2	Translate the impact that food photography has on the food industry in relation to media and marketing channels.
LO3	Identify the influence of media on the world of food styling and photography.
LO4	Investigate the creative food styles of chefs from past centuries and compare to modern day culinary experts.
LO5	Illustrate the principles of food writing and the visual aspect photography has to offer.
Pre-requisite learning	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	
Co-requisites	
No Co Requisites listed	



Module Content & Assessment

Indicative Content

Food Photography & Styling

Basic photographic techniques of the trade, food styling and design concepts, required tools of the trade, product presentation, choosing and treating ingredients, key elements of the profession, career pathway and job roles.

Advertising

The communication process, social skills, key concepts of advertising, marketing, benchmarking, promotion of food within the media context, new modes of advertising, key trends in food promotion.

Food writers

Impact of food writers on society, public relations, food guides, importance of the press and their role, writing styles and techniques involved.

Social Impact

The impact of food styling and photography on society. Food as a art form, food in literature and film, its focus and impact on culture and society.

Future Developments

Focus on development and implications for the future in relation to food photography and styling, new trends emerging in how photography is used.

Assessment Breakdown

	%
Course Work	100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Report examining the core concepts of food photography and styling to include its impact on the food industry in relation to media marketing channels, comparison of the evolution of food photography, along with the principles of food writing.	1,2,3,4,5	50.0	Week 11
Performance Evaluation	Portfolio showcasing a selection of photographs examining the core components of food photography and styling.	1,5	50.0	Sem End

No End of Module Formal Examination

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab	Practical	3.0	Every Week	3.00
Lecture	Theory	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Research	3.0	Every Week	3.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				4.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab	Practical	3.0	Every Week	3.00
Lecture	Theory	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Research	3.0	Every Week	3.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				4.00

Module Resources

Recommended Book Resources

- Conrad Chavez 2015, *Photoshop CC Classroom in a Book*, 1st Ed., Adobe [ISBN: 9780134308135]
- Manna, L 2008, *Digital Food photography* [ISBN: 1-59200-820-8]
- Gillespie, Cailein 2006, *European gastronomy into the 21st century*, Butterworth-Heinemann Oxford [ISBN: 978-0750652674]

Supplementary Book Resources

- Linda Bellingham, Jean Ann Bybee, 2010, *Food Styling for Photographers* [ISBN: 978-0-240-81006-5]
- Hervé This and Pierre Gagnaire; translated by M. B. DeBevoise 2008, *Cooking*, University of California Press Berkeley [ISBN: 978-0-520-25295-0]

This module does not have any article/paper resources

Other Resources

- website: www.media.awarenesss.ca
<https://vimeo.com/mediaawarenessproject>
- website: www.PhotographyTips.com
<https://photographylife.com/photography-tips-for-beginners>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HPHNM_8	<u>Bachelor of Arts (Honours) in Photography with New Media</u>	4	Elective
CR_OCULA_7	<u>Bachelor of Business in Culinary Arts</u>	6	Mandatory