



Title:	Staging for the Camera APPROVED
Long Title:	Staging for the Camera
Module Code:	ARTS8054
Duration:	1 Semester
Credits:	10
NFQ Level:	Advanced
Field of Study:	Visual Arts
Valid From:	Semester 1 - 2018/19 (September 2018)
Module Delivered in	1 programme(s)
Module Coordinator:	Catherine Fehily
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Module Description:	This module explores the theories, issues and techniques involved in staging still and moving images in the studio, on location and/or in post-production. Concentrating on inanimate objects it looks at how staging decisions and techniques impact the viewer and ultimately shape perceptions. Students respond to set assignments through the phases of previsualisation, planning, realisation and post-production, to create staged, constructed, and digitally assembled still and moving images.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	interrogate the relationship between reality, appearance and perception.
LO2	examine how the staging of still and moving images impacts the viewer.
LO3	apply staging techniques in the creation and post-production of still and/or moving images to realise their individual and/or group creative visions.
LO4	respond effectively to set briefs through the phases of previsualisation, planning, realisation and post-production.
LO5	use appropriate equipment and materials to realise creative visions.
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

Theoretical Contexts

Staging – meaning, theories and contexts. Historical and contemporary staged and constructed images (still and moving). The relationship between reality, appearance and perception. Staging in different genres of photography and video i.e. portraits, still life, product identity, fashion and commercial photography and video.

Staging Techniques

The techniques involved in staging still and moving images. Intentionally setting up scenes for the camera. Directing, constructing and manipulating still and moving images in the studio, on location and in post-production. Efficient workflow - previsualisation, planning, realisation and post-production. Working with individual and/or group creative vision.

Assessment Breakdown

	%
Course Work	100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Reflective Journal	Reflective sketchbooks documenting key technical information and analysis along with details on individual creative processes.	1,2,5	40.0	Week 11
Presentation	Portfolio of work and/or showreel	1,2,3,4,5	60.0	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	Studio based Practical	5.0	Every Week	5.00
Independent & Directed Learning (Non-contact)	Studio Research and Development	9.0	Every Week	9.00
Total Hours				14.00
Total Weekly Learner Workload				14.00
Total Weekly Contact Hours				5.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- Earnest, A. 2019, *Lighting for Product Photography: The Digital Photographer's Step-By-Step Guide to Sculpting with Light*, 2nd Ed., Amherst Media [ISBN: 978-168203406]
- Gestalten (Eds) 2017, *Visual Feast: Contemporary Food Staging and Photography*, Die Gestalten Verlag [ISBN: 978-389955695]
- Kwanten, R. (Ed) 2015, *The Still Life: Products Telling Visual Stories in Magazines and Advertising*, Die Gestalten Verlag [ISBN: 978-389955581]
- Lent, D. 2013, *Video Rules: How to think about how to shoot*, 1st Ed., Burgess Lent Media [ISBN: 978-061575401]
- Thomas, J. D. 2014, *The Art and Style of Product Photography*, John Wiley & Sons

Supplementary Book Resources

- Davis, H. 2011, *Creative Close-Ups: Digital Photography Tips and Techniques*, John Wiley & Sons [ISBN: 9781118076194]
- Humphrey, J. 2013, *Close-Up and Macro Photography: Art and Techniques*, Crowood [ISBN: 9781847975980]
- Kocka, L., *Directing the Narrative and Shot Design: The Art and Craft of Directing*, Vernon Press [ISBN: 978-162273288]
- Petry, M. 2013, *Nature Morte: Contemporary Artists Reinvigorate the Still-Life Tradition*, Thames and Hudson Ltd [ISBN: 978-050023906]

This module does not have any article/paper resources

Other Resources

- Blog: Photofocus/a
<https://photofocus.com/blog/>
- Website: Purchon, C. 2017, *Setting the Stage for Your Video*, Sprout Video
<https://sproutvideo.com/blog/setting-the-stage-for-your-video.html>
- Blog: Strobist Learn how to light
<http://strobist.blogspot.com>
- Blog: TechSmith Blog How to Get the Perfect Lighting for Video
<https://www.techsmith.com/blog/get-perfect-lighting-video/>
- Website/Blog: Texter, L. 2016, *Filming Food: What You Need to Know*
<https://sproutvideo.com/blog/filming-food-what-you-need-to-know.html>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HPHNM_8	Bachelor of Arts (Honours) in Photography with New Media	5	Mandatory