



Title:	Photography & Media Practice APPROVED
Long Title:	Photography & Media Practice
Module Code:	ARTS7054
Duration:	1 Semester
Credits:	15
NFQ Level:	Intermediate
Field of Study:	Visual Arts
Valid From:	Semester 1 - 2018/19 (September 2018)
Module Delivered in	1 programme(s)
Module Coordinator:	Catherine Fehily
Module Author:	ALBERT WALSH
Module Description:	This module introduces students to the processes involved in producing a portfolio of photographic and/or video work. Students are required to respond independently to set briefs and to integrate their process of visual research with production to create a portfolio of work.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	interpret and creatively respond to briefs.
LO2	demonstrate effective independent research and practical skills in response to a project brief.
LO3	Manage an efficient workflow through the stages of pre-production, production and post-production.
LO4	Visually and critically analyse and discuss their own work and the work of their peers.
LO5	Effectively present their work through visual and oral presentations.
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

Portfolio

Interpreting and responding to a set brief. Independent research techniques. Managing an efficient workflow through the stages of pre-production, production and post-production. Producing and presenting a portfolio of work.

Peer Group Presentations

Visual and oral peer presentations at key stages of the portfolio development. Applying critical theory to the student's own photography work and to the work of their peers. Critical and analytical appraisal of photographic and video images.

Assessment Breakdown

	%
Course Work	100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Students will make visual and oral presentations to their peers regarding key stages of the development of the portfolio of photography work	4,5	20.0	Week 8
Presentation	Portfolio and sketchbook.	1,2,3,5	80.0	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>
Tutorial	Small group tutorial	1.0	Every Week	1.00
Lab	Studio based practice	4.0	Every Week	4.00
Independent & Directed Learning (Non-contact)	Studio research and development	16.0	Every Week	16.00
Total Hours				21.00
Total Weekly Learner Workload				21.00
Total Weekly Contact Hours				5.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- Ang, T. 2017, *Digital Photography Masterclass: Advanced Techniques for Creating Perfect Pictures*, 3rd Edition Ed., DK Publishing [ISBN: 978-146545761]
- Bendandi, L. 2015, *Experimental Photography: A Handbook of Techniques*, Thames and Hudson Ltd [ISBN: 978-050054437]
- Freeman, M. 2013, *The Photographer's Eye: A Graphic Guide: Instantly Understand Composition & Design for Better Photography*, ILEX [ISBN: 978-190815091]
- Owens, J. 2017, *Video Production Handbook*, 6th Ed., Routledge [ISBN: 978-113869349]

Supplementary Book Resources

- Brown, E. 2014, *Feeling Photography*, Duke University Press [ISBN: 9780822355410]
- Madras, R. and Anthes, B. 2011, *Reframing Photography: theory and practice*, Routledge [ISBN: 9780415779197]
- Musburger, R., B. 2014, *Single-Camera Video Production*, 6th Ed., 978-0415822589 [ISBN: 978-041582258]
- Read, S. and Simmons, M. 2017, *Photographers and Research: The role of research in contemporary photographic practice*, Focal Press [ISBN: 978-113884432]

This module does not have any article/paper resources

Other Resources

- Blog: Bauer, R. *An Introduction to Managing Digital Photos and Videos*, Backblaze <https://www.backblaze.com/blog/managing-digital-photos-and-videos/>
- Website: Goodall Smith, T. 2016, *6 Steps To Planning A Photo Shoot — Be Your Own Art Director Series Part 1*, SLR Lounge <https://www.slrlounge.com/planning-your-shoot-be-your-own-art-director-part-1/>
- Website: Harrington, R. *Video Planning Overview*, dpBestflow, American Society of Media Photographers (ASMP) <https://www.dpbestflow.org/node/635>
- Website: Nicholls, W. 2018, *How to Do a Photo Shoot from Start to Finish, From Planning to Editing*, PetaPixel <https://petapixel.com/2018/01/10/everything-you-need-to-plan-shoot-edit-photoshoot/>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HPHNM_8	Bachelor of Arts (Honours) in Photography with New Media	4	Mandatory