

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Fashion Photography
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	5
<b>4</b>	<b>Module Code</b>	MED5169

<b>5</b>	<b>Module Overview</b>
<p>This module is for students wishing to further their photographic abilities. You will explore the professional working practices and creative stylistic approaches specific to fashion photography with due consideration to the fashion media, client needs, key practitioners, as well as current and future developments that inform production.</p> <p>You will continue to develop camera, lighting and post-processing techniques to a more advanced and appropriate professional level. Engaging in photographic production, in both the studio and on location, that demonstrates a considered conceptual process and an appreciation of visual styles in fashion media. You will understand how to plan, brief and direct a fashion shoot.</p> <p>Through networking and teamwork you will produce a portfolio resulting from an industry-relevant self-directed concept brief that will inform your production, you will apply creative solutions to professional challenges, broadening your understanding of fashion photography practice, and progressing your position within the visual media industry as well as your own development as a practitioner.</p> <p>To mirror the industry, a culture of collaboration is at the heart of this module, you will be encouraged to extend your network of appropriate industry contacts and to collaborate with teams of peers and external professionals. This will immerse you within the culture of the industry with an emphasis on the importance of teamwork and project management, the need for adaptability, experimentation and innovation that is balanced with the practicalities of the professional fashion media industry.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module comprises of a range of practical workshops, conceptual lectures and group critiques. Effective application of this knowledge and skills will enable you to produce work that is appropriate to a defined audience and relevant to aesthetic codes, displays strong elements of creativity and originality whilst also being technically accomplished.</p>	

<b>7</b>	<b>Module Learning Outcomes</b>	
	<b>On successful completion of the module, students will be able to:</b>	
	<b>1</b>	Identify and apply core fashion photography skills, resulting from professional collaboration, appropriate to a defined professional context.
	<b>2</b>	Provide evidence of how the research process informed the planning and production of the photography portfolio.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1</b>	<b>x</b>		
<b>2</b>	<b>x</b>		

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120	
<b>Private Study (PS)</b> includes preparation for exams	40	
<b>Total Study Hours:</b>	200	