

Module Title	Photo Imaging: Studio and Lab
Course Title	BA (Hons) Photography
School	<input type="checkbox"/> ASC <input checked="" type="checkbox"/> ACI <input type="checkbox"/> BEA <input type="checkbox"/> BUS <input type="checkbox"/> ENG <input type="checkbox"/> HSC <input type="checkbox"/> LSS
Division	Film and Media
Parent Course (if applicable)	n/a
Level	4
Module Code (showing level)	AME_4_PSL
JACS Code (completed by the QA)	
Credit Value	20 credit points
Student Study Hours	Contact hours: 48 Student managed learning hours: 152 Placement hours:
Pre-requisite Learning	None
Co-requisites	None
Excluded combinations	None
Module co-ordinator	Name: Adam Brown Email: brown46@lsbu.ac.uk
Short Description (max. 100 words)	This module introduces students to a professional digital photographic workflow, from image capture through to output for screen and print. Through a number of short briefs, based on commercial and editorial commissions, students will develop their skills with digital SLR's, photographic lighting and digital post production. Students will be introduced to working with both natural light on location, and working in the studio.
Aims	<ol style="list-style-type: none"> 1) To develop students ability to use digital SLR cameras to respond creatively to briefs. 2) To develop students ability to use natural, continuous and flash lighting to respond creatively to briefs 3) To introduce students to a professional digital workflow 4) To introduce students to digital post production for screen and print
Learning Outcomes (4 to 6 outcomes)	<p>At the end of this module students will be able to:</p> <p><i>Practical Skills:</i></p> <ul style="list-style-type: none"> - Demonstrate the ability to use digital SLR's with photographic lighting techniques

	<ul style="list-style-type: none"> - Use digital post production to create images for screen and print <p><i>Knowledge and Understanding:</i></p> <ul style="list-style-type: none"> - Use a professional digital workflow to store, edit and select images <p><i>Intellectual Skills:</i></p> <ul style="list-style-type: none"> - Produce a series of creative responses to set studio briefs. 								
Employability	<p>According to a 2013 'Photo Imaging' report by Creative Skillset, 'the most significant specialist skills gaps continue to be around the use of digital technology, knowledge of digital workflow and management of digital assets.' This module addresses these needs by providing training in key digital technologies required by the photo-imaging industry.</p>								
Teaching and learning pattern	<p>Contact hours includes the following: (please click on the checkboxes as appropriate)</p> <table border="0"> <tr> <td><input checked="" type="checkbox"/> Lectures</td> <td><input checked="" type="checkbox"/> Group Work:</td> </tr> <tr> <td><input type="checkbox"/> Seminars</td> <td><input checked="" type="checkbox"/> Tutorial:</td> </tr> <tr> <td><input type="checkbox"/> Laboratory</td> <td><input checked="" type="checkbox"/> Workshops</td> </tr> <tr> <td><input type="checkbox"/> Practical</td> <td><input type="checkbox"/> VLE Activities</td> </tr> </table>	<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Group Work:	<input type="checkbox"/> Seminars	<input checked="" type="checkbox"/> Tutorial:	<input type="checkbox"/> Laboratory	<input checked="" type="checkbox"/> Workshops	<input type="checkbox"/> Practical	<input type="checkbox"/> VLE Activities
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Indicative content	<ul style="list-style-type: none"> • Creative control of digital SLR's • Introduction to studio set ups • Natural, continuous and flash lighting • Lighting black, white and coloured backdrops • Digital workflow, from camera to print • Photoshop Camera Raw • Preparing images for screen • Preparing images for print 								
Assessment method (Please give details – of components, weightings, sequence of components, final component)	<p>Formative Assessment:</p> <ul style="list-style-type: none"> - a structured mid-point assessment exercise allowing students to reflect on and review learning and skills acquisition. <p>Summative Assessment:</p> <p>CW1 (100%)- Portfolio submission consisting of</p> <ul style="list-style-type: none"> - A portfolio of photographic final pieces - Self assessment and evaluation of submitted work 								
Mode of resit assessment (if applicable)	<p>CW1 (100%)- Portfolio submission consisting of</p> <ul style="list-style-type: none"> - A portfolio of photographic final pieces - Self assessment and evaluation of submitted work 								

<p>Indicative Sources (Reading lists)</p>	<p>CORE READING: (5)</p> <ul style="list-style-type: none"> • Grey C. (2004) Maser lightning guide for portrait photographers, Amherst Media • Hunter F. and Fugua P., (2011) Light Science and Magic; an introduction to photographic lighting, Focal Press. • Peterson Bryan (2010) Understanding Exposure, Amphoto. • Kelby, S. (2011), Light It, Shoot It, Retouch It: Learn Step by Step How to Go from Empty Studio to Finished Image (Voices That Matter. • Kelby, S. (2012). <i>The Adobe Photoshop CS6 Book for Digital Photographers</i>. United States: Peachpit Press Publications. <p>OPTIONAL READING: (10)</p> <ul style="list-style-type: none"> • Berry, D.M. (2011) <i>The Philosophy of Software : code and mediation in the digital age</i>, Basingstoke, Hampshire: Palgrave Macmillan. • Ernst, Wolfgang (2013) Digital Memory and the Archive, Minnesota UP. • Lister M. (ed.) (2013) <i>The Photographic Image in Digital Culture</i> 2nd edition. London: Routledge. • Manovich, L. (2001) <i>The Language of New Media</i>. Cambridge, MA: MIT Press. • Pink, S. (2011) 'Sensory digital photography: Re-thinking 'moving' and the image', <i>Visual Studies</i>, 26 (1), pp 4-13. • Røssaak, E. (2011) 'Algorithmic Culture: Beyond the Photo/Film-Divide' in E.Røssaak (ed) <i>Between Stillness and Motion: Film, Photography, Algorithms</i>, Amsterdam: Amsterdam University Press. Pp. 187 – 203. • Rubinstein, D. and Sluis, K. (2013) 'Notes on the Margins of Metadata; concerning the undecidability of the digital image', <i>Photographies</i>, 6 (1). • Uricchio, W. (2011) 'The Algorithmic Turn: Photosynth, augmented reality and the changing implications of the image', <i>Visual Studies</i>, 26 (1).
<p>Other Learning Resources</p>	<p>University Virtual Learning Environment: Module moodle site</p>

MODULE STATEMENT