

Module	Commercial Photography
Course code	BAJH-CP
Credits	10
Important Notes	This is an elective module and runs subject to demand. Students are required to have significant previous digital photography experience.
Allocation of marks	40% continuous assessment 60% project

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Identify and communicate the necessary knowledge needed to operate studio equipment to a high commercial and professional standard.
2. Utilise industry standard and related software to shoot the brief and bring the necessary postproduction skills to the final presentation.
3. Work effectively within a group environment and ability to work independently demonstrating skills necessary to communicate a commercial photographic brief.
4. Appreciate client considerations and market relevance.
5. Understand and apply the ability to work to both a set brief and free brief where necessary.

Module Objectives

In today's market the photographer is called upon to do much more than take pictures. The commercial image-maker must have the ability to follow, or design, briefs on the instruction of ever more demanding clients. Within the expanding PR and corporate fields the photographer must be able to work as a fundamental part of any image-forming team. Through the structured and free-brief elements the participant gain the confidence to apply their own independent experience to the commercial market.

Module Aims

This module aims to:

Call on the learners' practical skills from Year 2 Advanced Photo and Visual Communication and extend them into a market-related job format. The needs of the industry for fully trained, competent practitioners able to instigate and follow a designed brief are comprehensively addressed. A free brief element is also included, allowing participants to extend and specialise their skills and experience. Within the expanding PR and corporate fields the photographer must be able to work as a fundamental part of any image-forming team.

Module Curriculum

Indicative Syllabus

Week 1. Outline and Assignments description and expansion. The Free Brief notion. Distribution of electronic templates. Things to look out for on the Layout Brief.

Week 2. Group tutorial. Discussion of primary ideas and possible problems; technical, legal, H&S, etc. Initial Proposals.

Week 3. TUTORIALS FOR Assignment. Learners introduce and discuss their approaches to Free brief assignment.

Week 4. BUSINESS MATTERS 1. The nature and expectations of commercial photography.

Week 5. PROJECT and Assignment Proposal SUBMISSION and feedback.

Week 6. Handflash. Manual, auto, dedicated, wireless flash triggering.

Week 7. BUSINESS MATTERS 2. The running and conduct of a Photography business. Specific legal issues and responsibilities.

Week 8. TECHNICAL TUTORIAL. A studio day in which learners can discuss and correct technical difficulties.

Week 9. GROUP AND INDIVIDUAL TUTORIALS.

Week 10. PRACTICAL WORK. Lecturer in attendance. Assignment hand-in demands.

Week 11. PRACTICAL WORK. Lecturer in attendance. Assignment hand-in. Project hand-in demands.

Week 12. Project hand-in and feedback.