

Liverpool John Moores University

Title: INTRODUCTION TO COMMERCIAL PHOTOGRAPHY
Status: Definitive
Code: **4500CO** (115245)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Stockport College

Team	Leader
Jon Moorhouse	Y

Academic Level: FHEQ4
Credit Value: 12.00
Total Delivered Hours: 60.00
Total Learning Hours: 120
Private Study: 60

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	2.000
Tutorial	2.000
Workshop	56.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS2	Context file	50.0	
Report	AS1	Practical	50.0	

Aims

1. To introduce and provide examples of working practice in the area of commercial photography
2. To practice oral and visual communication through the presentation of photographic work.
3. To learn about and participate in the assessment of photographic work.
4. To provide the skills to source supporting visual and textual material.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of the various applications of commercial photography within which they may progress.
- 2 Present and discuss work in an appropriate manner and effectively accept and use advice.
- 3 Self-evaluate own technical progress and participate in the assessment of peer work.
- 4 Display an ability to source, select and reflect upon supporting material for projects.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Context File	1	4
Practical	2	3

Outline Syllabus

The module will include visits to photographic companies the findings of which will be recorded visually and textually. You will produce work based upon practical workshops for print finishing, mounting and digital presentation. You will participate in group presenting your own work and commenting on the work of others. You will produce a research file which will provide evidence of your understanding of the range of professional photographic activity.

Learning Activities

A number of taught sessions with activities which explore the diverse practices within the general field of commercial photography. The module will open up and define professional behaviour expected by the profession. Student presentations will form a part of a number of activities, which encourage the sharing, and discussion of photographic images and projects. Research skills and techniques will form the bedrock for collecting and selecting supporting material.

References

Course Material	Book
Author	Baxter, L.
Publishing Year	2001
Title	How to Research
Subtitle	

Edition	
Publisher	OUP
ISBN	

Course Material	Book
Author	Cottrel, S.
Publishing Year	1999
Title	The Study Skills Handbook
Subtitle	
Edition	
Publisher	London: Palgrave Macmillan
ISBN	

Course Material	Book
Author	Kopelow, G.
Publishing Year	1998
Title	The Focal Handbook of Commercial Photography
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Lashley, C. & Best, W.
Publishing Year	2001
Title	12 Steps to Study Success
Subtitle	
Edition	
Publisher	London: Thomson Learning
ISBN	

Course Material	Book
Author	Maitreya, S.
Publishing Year	2007
Title	How to Succeed in Commercial Photography
Subtitle	Insights from a Leading Consultant
Edition	
Publisher	Allworth Press, US
ISBN	

Course Material	Book
Author	Marien, M W.
Publishing Year	2002
Title	Photography
Subtitle	A Cultural History
Edition	
Publisher	New York: Abrams

ISBN	
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Course Material	Book
Author	Wells, L. ed,
Publishing Year	2000
Title	Photography
Subtitle	A Critical Introduction
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://hub.the-aop.org/
Subtitle	Association of Photographers (Online) Available at URL [accessed 03.05.09]
Edition	
Publisher	
ISBN	

Notes

This module comprises a range of taught session exploring aspects of commercial photography. Students will be expected to actively participate in these sessions and produce group work and independent presentations which demonstrate an understanding of the field. Students will be introduced to, and practice, the assessment of photographic work based upon a number of essential criteria. Students will be introduced to Library+ as a research resource. Searching the internet and academic resources such as those accessed through Athens will be introduced. Students will also be introduced to subject specific research resources such as the 'Insight research Centre' at the National Media Museum. Students will also be introduced to photographic companies in order to provide an insight into the profession. Students will practice their written and communication skills through the presentation of material.