

## Liverpool John Moores University

Title: CONTEMPORARY MEDIA & APPLICATIONS  
Status: Definitive  
Code: **4501PHSH** (115217)  
Version Start Date: 01-08-2011

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

| Team          | Leader |
|---------------|--------|
| Carole Potter | Y      |

**Academic Level:** FHEQ4  
**Credit Value:** 24.00  
**Total Delivered Hours:** 97.00  
**Total Learning Hours:** 240  
**Private Study:** 143

### Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 24.000        |
| Practical | 34.000        |
| Seminar   | 10.000        |
| Tutorial  | 10.000        |
| Workshop  | 19.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description   | Weighting (%) | Exam Duration |
|----------|-------------------|---|---------------|---------------|
| Report   | AS1               | Practical assignment & 500 word written evaluation. | 100.0         |               |

### Aims

*Promote an understanding of digital image capture, storage, manipulation and output.*

*Increase the working relationship with industry standard image manipulation software.*

*Develop and establish balanced working methods and a productive comparison and*

*combination of digital and analogue processes.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Demonstrate a controlled and creative use of digital image capture devices, processing and output of their images.
- 2 Explore and understand the productive and creative relationship that can exist with digital and analogue processes.
- 3 Clearly display their methodical approach through researching, organising and developing ideas with the use of a workbook, sketchbook or journal.

## **Learning Outcomes of Assessments**

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

|                      |   |   |   |
|----------------------|---|---|---|
| Practical assignment | 1 | 2 | 3 |
|----------------------|---|---|---|

## **Outline Syllabus**

*This module is designed to develop new and existing skills through lectures, workshops, group and individual practical activities. Tutor led lectures, seminars and workshops will lead the learners through practical exercises that will allow learners to develop as a group and on a individual level.*

*Under one overall umbrella assignment, learners will undertake three small mini tasks based around the processes involved in capture, processing and output of digital images. Through this progression, learners will be actively encouraged to acknowledge the positive and negative aspects that can be seen with the productive comparison of analogue and digital processes, whilst retaining a creative approach at all times.*

*'Capture' will involve the introduction and development of skills and knowledge surrounding image capture devices. This is an opportunity to discover, acknowledge and use a range of cameras and scanning devices.*

*'Processing' will be an introduction to industry standard image manipulation software. This is an opportunity for learners to discover ways in which the digital darkroom can enhance and develop their image making and handling skills.*

*'Output' is an opportunity for the learners to try a range of ways in which digital images can be outputted in the contemporary market place.*

## **Learning Activities**

The curriculum will include:

Digital and analogue camera control, scanning and file importing, file types and file handling, introduction to Mac systems, Introduction to Image enhancement and manipulation software, Image processing, introduction to printing and printers, online digital print output, consideration of alternatives to print output in the contemporary photographic industry and market place, health and safety, equipment care, presentation.

## References

|                        |                   |
|------------------------|-------------------|
| <b>Course Material</b> | Book              |
| <b>Author</b>          | Langford, M.J.    |
| <b>Publishing Year</b> | 2000              |
| <b>Title</b>           | Basic Photography |
| <b>Subtitle</b>        |                   |
| <b>Edition</b>         |                   |
| <b>Publisher</b>       | Focal Press       |
| <b>ISBN</b>            | 0240515927        |

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|------------------------|----------------------|
| <b>Course Material</b> | Book                 |
| <b>Author</b>          | Langford, M.J.       |
| <b>Publishing Year</b> | 1998                 |
| <b>Title</b>           | Advanced Photography |
| <b>Subtitle</b>        |                      |
| <b>Edition</b>         |                      |
| <b>Publisher</b>       | Focal Press          |
| <b>ISBN</b>            | 0240514666           |

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|------------------------|--|
| <b>Course Material</b> | Book                                   |
| <b>Author</b>          | Child, J. & Galer, M.                  |
| <b>Publishing Year</b> | 2005                                   |
| <b>Title</b>           | Photographic Lighting Essential Skills |
| <b>Subtitle</b>        |  |
| <b>Edition</b>         | 3rd Ed                                 |
| <b>Publisher</b>       | Focal Press                            |
| <b>ISBN</b>            | 0240519647                             |

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|------------------------|----------------------------------|
| <b>Course Material</b> | Book                             |
| <b>Author</b>          | Galer, M. & Horvat, L.           |
| <b>Publishing Year</b> | 2005                             |
| <b>Title</b>           | Digital Imaging Essential Skills |
| <b>Subtitle</b>        |                                  |
| <b>Edition</b>         |                                  |

|                  |             |
|------------------|-------------|
| <b>Publisher</b> | Focal Press |
| <b>ISBN</b>      | 024051971   |

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|------------------------|--------------------------------|
| <b>Course Material</b> | Book                           |
| <b>Author</b>          | Galer, M. & Andrews, P.        |
| <b>Publishing Year</b> | 2007                           |
| <b>Title</b>           | Photoshop CS3 Essential Skills |
| <b>Subtitle</b>        |                                |
| <b>Edition</b>         |                                |
| <b>Publisher</b>       | Focal Press                    |
| <b>ISBN</b>            | 9780240520643                  |

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|------------------------|-------------------------------|
| <b>Course Material</b> | Book                          |
| <b>Author</b>          | Daly, T.                      |
| <b>Publishing Year</b> | 2002                          |
| <b>Title</b>           | The Digital Printing Handbook |
| <b>Subtitle</b>        |                               |
| <b>Edition</b>         |                               |
| <b>Publisher</b>       | Argentum                      |
| <b>ISBN</b>            | 190253817X                    |

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|------------------------|--------------------------------|
| <b>Course Material</b> | Book                           |
| <b>Author</b>          | Ang, T.                        |
| <b>Publishing Year</b> | 2004                           |
| <b>Title</b>           | Digital Photographers Handbook |
| <b>Subtitle</b>        |                                |
| <b>Edition</b>         |                                |
| <b>Publisher</b>       | Dorling Kindersley Ltd         |
| <b>ISBN</b>            | 1405310022                     |

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|------------------------|----------------------------------|
| <b>Course Material</b> | Book                             |
| <b>Author</b>          | Harman, D.                       |
| <b>Publishing Year</b> | 2005                             |
| <b>Title</b>           | The Digital Photography Handbook |
| <b>Subtitle</b>        |                                  |
| <b>Edition</b>         |                                  |
| <b>Publisher</b>       | Smith-Davies Publishing          |
| <b>ISBN</b>            | 1905204140                       |

## Notes

This module is designed to give an introduction to the productive relationship of digital and analogue photographic techniques.