

Liverpool John Moores University

Title: PHOTOGRAPHIC COMMUNICATION
Status: Definitive
Code: **4505PH** (115405)
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: 36.00
Total Delivered Hours: 180.00
Total Learning Hours: 360
Private Study: 180

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	10.000
Seminar	20.000
Tutorial	15.000
Workshop	135.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Practical	50.0	
Report	AS2	Research	40.0	
Presentation	AS3	Presentation (10 min)	10.0	

Aims

*To introduce the fundamentals of photographic language and visual communication.
To stimulate and encourage the creative exploration of a variety of visual devices and methodologies.*

To provide a basis for the development of a negotiated photographic project.

To further develop an ability to produce a broad range of relevant research material

and communicate this to others.

Learning Outcomes

After completing the module the student should be able to:

- 1 Provide evidence of an application of a range of visual methods and devices.
- 2 Explore the potential of photography as a means of creative communication.
- 3 Demonstrate the ability to initiate and realize an independent photographic project.
- 4 Provide relevant research material from a range of primary and secondary sources.

Learning Outcomes of Assessments

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

Practical	1	2	3
Research	4		
10 minute presentation	4		

Outline Syllabus

A series of lectures discussing and practicing aspects of photographic communication: Symbol and Metaphor, Text and Context, Sequencing, Communication. The Still Image, Photography and the Real, Looking at Photographs.

Self-directed personal project: Illustrated introduction, ideas, production, editing and presentation tutorials, group reviews.

Learning Activities

In order to communicate effectively through photography it is important to understand and use the conventions of visual language. This module aims to introduce the fundamentals of visual communication through a series of practical workshops in which students are encouraged to creatively explore the visual devices and approaches which underpin photographic practice. The module will also introduce aspects and qualities of photography which make it a unique and powerful visual medium. Using this knowledge and practice, students are then required to produce an independent project which demonstrates an understanding of photographic communication which is underpinned by a broad range of relevant research.

References

Course Material	Book
Author	Barthes, R.
Publishing Year	1993
Title	Camera Lucida
Subtitle	Reflections on Photography
Edition	
Publisher	London: Vintage
ISBN	

Course Material	Book
Author	Barrett, T.
Publishing Year	1996
Title	Criticizing Photographs
Subtitle	
Edition	
Publisher	Mayfield
ISBN	

Course Material	Book
Author	Bolton, R.
Publishing Year	1989
Title	The Contest of Meaning
Subtitle	Critical Histories of Photography
Edition	
Publisher	MIT Press
ISBN	

Course Material	Book
Author	Brittain, David, (Ed.)
Publishing Year	1999
Title	Creative Camera - 30 Years of Writing
Subtitle	
Edition	
Publisher	Manchester: M.U.P.
ISBN	

Course Material	Book
Author	Burgin, V. ed.
Publishing Year	1984
Title	Thinking Photography
Subtitle	
Edition	
Publisher	MacMillan
ISBN	

Course Material	Book
Author	Sontag, Susan

Publishing Year	1979
Title	On Photography
Subtitle	
Edition	
Publisher	London: Penguin
ISBN	

Course Material	Book
Author	Wells, E. (Ed.)
Publishing Year	2000
Title	Photography
Subtitle	A Critical Introduction
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Wells, E. (Ed.)
Publishing Year	2002
Title	The Photography Reader
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Mirzoeff, N.
Publishing Year	1999
Title	An Introduction to Visual Culture
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Notes

The Photographic medium is recognised as a visual language which is both powerful and captivating. This module allows you to explore some of the devices used to create effective visual communication. The module also encourages you to share your knowledge with others through a series of practical communication workshops.