

## Liverpool John Moores University

Title: CORPORATE PHOTOGRAPHY  
Status: Definitive  
Code: **5502CO** (115253)  
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:** FHEQ5  
**Credit Value:** 24.00  
**Total Delivered Hours:** 120.00  
**Total Learning Hours:** 240  
**Private Study:** 120

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	3.000
Practical	90.000
Seminar	3.000
Tutorial	6.000
Workshop	18.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS2	Context file inc report	20.0	
Report	AS1	Practical projects	80.0	

### Aims

1. To develop critical thinking and decision-making.
2. To generate a and apply range of photographic experiments and approaches
3. To reinforce and advance technical competences.
4. To produce a range of corporate photographic work that effectively communicates values or ideas for a client brief with specific and complex requirements.

5. To develop research, planning and communication skills.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Make informed critical comments about a range of corporate photography work.
- 2 Generate a range of projects that are appropriate to an organization's aims, values and intended audience.
- 3 Apply and extend the appropriate technical skills including software skills for the production of professional solutions suitable for client presentation.
- 4 Apply and broaden photographic principles to the production of visually distinctive and sophisticated work that communicates corporate ideas effectively.
- 5 Critically assess and evaluate photographic ideas orally.

## Learning Outcomes of Assessments

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

Contact file inc report	1				
Practical projects	2	3	4	5	

## Outline Syllabus

*In the previous Level One modules, learners have developed, a knowledge of historical and contemporary practitioners and of professional practices.; a knowledge of and skills with software tools; a knowledge and understanding of location and studio photography.*

*They have then produced photographic work that demonstrates an understanding of and skill in formal and functional photography. In this Level Two optional module, learners extend their knowledge, understanding and skills by developing their own critical opinions and by working on client briefs that have more complex aims and requirements including the need to appeal to specified audiences with the opportunity to use other types of imagery.*

*In the first part of the module short lectures introduce case studies of corporate photographic work such as industrial, architectural and site-based photography to develop the learners understanding of the differing functional and visual characteristics of images and how they relate the specific aims and purposes of a corporation.*

*Consideration is placed upon image content, photographic composition and visual style including the use of media and technique. These aspects are discussed in relation to the brand product or service, it's price, customer and essentially it's ability to engage and inform.*

*Learners are required to discuss examples in seminars providing a basis for learners to exchange ideas about different photographs prior to their writing of a critical report/case studies that discusses other practitioners work and their own.*

*Workshops provide a basis for learners to develop ideas for visual content and styles that can be applied photographically. Learners are then required to develop and adapt ideas to meet the requirements of the client brief by testing out various photographic ideas on different applications.*

*Skills workshops re-introduce the use of imaging software and additional tools and methods are introduced to enable learners to explore a broad range of techniques.*

*The knowledge and understanding developed in the previous practical and critical activities are applied in the production of corporate photography project work on briefs such as the Industrial Environment, architectural spaces and site-specific construction. In all projects photographic solutions should clearly reflect the brand ideas and primary messages of the product, service or organization.*

## **Learning Activities**

A series of lectures and follow up seminars to support critical study and visual analysis of corporate photographic work.

Workshop exercises exploring ideas for visual styles to appeal to specific audiences.

Skills workshops refreshing on imaging software and exploring and applying additional tools and features including digital photography.

Practical project brief work for the application of knowledge and skills to a complex photography brief that describes a typical corporate scenario with clearly identified parameters including the organizational values, message, audience and production constraints.

Individual and group tutorials for critique and review of ideas.

## **References**

<b>Course Material</b>	Book
<b>Author</b>	Folsom, W.
<b>Publishing Year</b>	2008
<b>Title</b>	Event Photography Handbook
<b>Subtitle</b>	How to Make Money Photographing Award Ceremonies, Corporate Functions and Other Special Occasions
<b>Edition</b>	
<b>Publisher</b>	Amherst Media Inc
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kopelow, G.
<b>Publishing Year</b>	1998
<b>Title</b>	The Focal Handbook of Commercial Photography
<b>Subtitle</b>	
<b>Edition</b>	

<b>Publisher</b>	London: Focal
<b>ISBN</b>	

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

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	<a href="http://www.briangriffin.co.uk/">http://www.briangriffin.co.uk/</a> [Accessed 03.05.09]
<b>Subtitle</b>	Brian Griffin (Online)
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	<a href="http://www.flickr.com/">http://www.flickr.com/</a> [Accessed 03.05.09]
<b>Subtitle</b>	Flickr (Online)
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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## Notes

Corporate Photography is one of the five specialist option modules at this level, sharing a common framework for learning aims and outcomes that naturally promote photographic processes, and that are adapted within the context of each specialist industry activity.

Level Two specialist modules emphasise critical thinking and project work on complex client briefs.

The primary emphasis of this module will be placed upon the development of practical projects which responds to the optional module focus. The practical projects will be accompanied by a contextual file which places the work within a historical and cultural context. The context file will contain a report which places the practical work within the particular field of study and workplace.

The skills and principles learned within the module will have relevance and can be seen to overlap with the some skills and principles learned within the other 4

modules.