

Liverpool John Moores University

Title: LIFESTYLE AND EDITORIAL PHOTOGRAPHY
Status: Definitive
Code: **5503CO** (115254)
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	20.0	
Report	AS1	Practical projects	80.0	

Aims

1. To develop critical thinking and decision-making.
2. To generate and apply a range of photographic experiments and approaches.
3. To reinforce and advance technical competences.
4. To produce a range of lifestyle/editorial 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 lifestyle and/or editorial photography work.
- 2 Generate a range of projects that are appropriate to a client's aims, values and intended audience.
- 3 Apply and extend 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 lifestyle or editorial 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:

Context file	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 lifestyle and editorial photographic work such as fashion, portraiture work, public relations photography and sports 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 particular client.

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 lifestyle and editorial photography project work on briefs such as The Travel Photograph, Photographing People and The Action Photograph. 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 lifestyle/editorial 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 professional scenario with clearly identified parameters including the client's values, message, audience and production constraints.

Individual and group tutorials for critique and review of ideas.

References

Course Material	Book
Author	Atherton, N. & Crabb, S.
Publishing Year	2006
Title	An Illustrated A to Z of Digital Photography
Subtitle	People and Portraits
Edition	
Publisher	AVA Publishing SA
ISBN	

Course Material	Book
Author	Grecco, M.
Publishing Year	2007
Title	Lighting and the Dramatic Portrait

Subtitle	The Art of Celebrity Editorial Photography
Edition	
Publisher	Amphoto Books
ISBN	

Course Material	Book
Author	Leibovitz, A.
Publishing Year	1990
Title	Photographs 1970 - 1990
Subtitle	
Edition	
Publisher	Harper Perennial
ISBN	

Course Material	Book
Author	Thomassen, B. et al
Publishing Year	2007
Title	100 Ways to Take Better Portrait Photographs
Subtitle	
Edition	
Publisher	David & Charles PLC
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.davidlachapelle.com/home.html [Accessed 03.05.09]
Subtitle	David LaChapelle (Online)
Edition	
Publisher	
ISBN	

Notes

Lifestyle/Editorial 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.