

## Liverpool John Moores University

Title: ARTISTIC AND EXPERIMENTAL PHOTOGRAPHY  
Status: Definitive  
Code: **5505CO** (115256)  
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 and apply a range of photographic experiments and approaches
3. To reinforce and advance technical competences.
4. To produce a range of artistic and experimental 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 artistic and experimental 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 artistic and experimental photographic 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 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 artistic and experimental photographic work such as the constructed image, photographic manipulations and experimental 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 artistic and experimental photography project work on briefs such as Book Cover Illustration, The Photographic Poster and Stock Agency Photography. 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 artistic and experimental 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

|                        |                                 |
|------------------------|---------------------------------|
| <b>Course Material</b> | Book                            |
| <b>Author</b>          | Caujolle, C.                    |
| <b>Publishing Year</b> | 2005                            |
| <b>Title</b>           | Five Experimental Photographers |
| <b>Subtitle</b>        |                                 |
| <b>Edition</b>         |                                 |
| <b>Publisher</b>       | Phaidon Press Ltd               |
| <b>ISBN</b>            |                                 |

|                        |                   |
|------------------------|-------------------|
| <b>Course Material</b> | Book              |
| <b>Author</b>          | Haworth-Booth, M. |
| <b>Publishing Year</b> | 2005              |

|                  |               |
|------------------|---------------|
| <b>Title</b>     | Things        |
| <b>Subtitle</b>  |               |
| <b>Edition</b>   |               |
| <b>Publisher</b> | Jonathan Cape |
| <b>ISBN</b>      |               |

|                        |   |
|------------------------|---|
| <b>Course Material</b> | Website   |
| <b>Author</b>          |   |
| <b>Publishing Year</b> |   |
| <b>Title</b>           | <a href="http://photography-now.net/international-photography-index/">http://photography-now.net/international photography index/</a> [Accessed 05.05.09] |
| <b>Subtitle</b>        | Photography Now (online)  |
| <b>Edition</b>         |   |
| <b>Publisher</b>       |   |
| <b>ISBN</b>            |   |

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|------------------------|---|
| <b>Course Material</b> | Website   |
| <b>Author</b>          |   |
| <b>Publishing Year</b> |   |
| <b>Title</b>           | <a href="http://www.a-n.co.uk">http://www.a-n.co.uk</a> [Accessed 03.05.09]   |
| <b>Subtitle</b>        | AN:THE ARTISTS INFORMATION COMPANY. Electronic resource for and about professional visual artists and their practice. |
| <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.art-dept.com/photography/index.html">http://www.art-dept.com/photography/index.html</a> [Accessed 05.05.09] |
| <b>Subtitle</b>        | Art Department (Online)   |
| <b>Edition</b>         |   |
| <b>Publisher</b>       |   |
| <b>ISBN</b>            |   |

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|------------------------|---|
| <b>Course Material</b> | Website   |
| <b>Author</b>          |   |
| <b>Publishing Year</b> |   |
| <b>Title</b>           | <a href="http://www.photoarts.com/gallery/index.html">http://www.photoarts.com/gallery/index.html</a> [Accessed 05.05.09] |
| <b>Subtitle</b>        | Photo Arts (Online)   |
| <b>Edition</b>         |   |
| <b>Publisher</b>       |   |
| <b>ISBN</b>            |   |

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|------------------------|--|
| <b>Course Material</b> | Website  |
| <b>Author</b>          |  |
| <b>Publishing Year</b> |  |
| <b>Title</b>           | <a href="http://www.alternativephotography.com/">http://www.alternativephotography.com/</a> Accessed 05.05.09] |
| <b>Subtitle</b>        | Alternative Photography (Online)   |
| <b>Edition</b>         |  |
| <b>Publisher</b>       |  |
| <b>ISBN</b>            |  |

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## Notes

Artistic and Experimental 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.