

Course Description

PGY2222 | Fashion Photography | 4.00 credits

The production of commercially viable photographs illustrating clothes as desirable objects as well as recent trends in fashion industry are studied. An awareness of mood, make-up, and dramatic impact is stressed.

Course Competencies:

Competency 1: The student will demonstrate knowledge of the history of fashion photography by:

1. Discussing the origins and evolution of fashion photography
2. Understanding the historical significance of photography in the fashion industry
3. Recognizing works by principal protagonists in early fashion photography as well as the work of contemporary fashion photographers

Competency 2: The student will demonstrate knowledge of the role photographic imagery plays in the fashion industry by:

1. Demonstrating an awareness of how fashion creators rely on the artistic expression of photographers to promote their work
2. Examining how photographic images can shape narratives and consumer perception within the fashion industry
3. Discussing current trends in fashion photography

Competency 3: The student will recognize the various roles needed to capture a professional fashion image by:

1. Describing the role of various team members, such as photographer, stylist, makeup artist, hairstylist, model, and art director
2. Describing the technical aspects and significant skills required for each role
3. Explaining the importance of team collaboration and effective communication for photoshoot planning

Competency 4: The student will demonstrate an understanding of shoot narrative, mood, makeup, styling, poses, lighting, and composition by:

1. Applying basic fashion styling techniques and principles
2. Directing and communicating effectively with models for desired poses
3. Understanding opportunities for producing fashion photographs in various styles
4. Applying suitable techniques in composition, manipulating lighting, framing, and post-production for street-style photography
5. Utilizing techniques for capturing candid and authentic fashion moments

Competency 5: The student will explore how to plan and produce a creative fashion photography shoot by:

1. Describing key components essential to orchestrate a successful photo shoot
2. Developing a concept for a fashion photoshoot
3. Creating a mood board and outlining the visual narrative intended to be conveyed through the images
4. Describing intricacies of pre-production photoshoot planning, such as location scouting, model casting, wardrobe selection, and assembling of a team

Competency 6: The student will exercise skills presenting to clients by:

1. Creating a cohesive body of work that includes a written narrative and the selection of photographs/images
2. Ensuring the body of work meets professional standards
3. Presenting the body of work and contributing to productive critique experiences

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Formulate strategies to locate, evaluate, and apply information
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Demonstrate an appreciation for aesthetics and creative activities