

# DESN 2013 PHOTOMEDIA: PHOTOGRAPHIC PRACTICE

**Credit Points** 10

**Legacy Code** 102268

**Coordinator** Enrico Scotece ([https://directory.westernsydney.edu.au/search/name/Enrico Scotece/](https://directory.westernsydney.edu.au/search/name/Enrico%20Scotece/))

**Description** This unit introduces and examines the multifaceted nature of photographic practice. Students will be introduced to current methods of photographic image production and design for the purpose of Visual Communication. It explores the relationship between photographic technique, genre and the reception of photographic imagery. Students will be introduced to photographic studio practice as the means of controlling image reception, through the intrinsic principles of the photographic medium, including the control of light, exposure in a studio situation and digital post production.

**School** Humanities & Comm Arts

**Discipline** Graphic Design Studies

**Student Contribution Band** HECS Band 2 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

**Pre-requisite(s)** DESN 1015 OR DESN 1011

**Equivalent Subjects** DESN 2012 - Photomedia LGYA 0818 - Designing the Image LGYA 0835 - Photo Documentary LGYA 2354 - Introduction to Photomedia

**Restrictions** Students must be enrolled in 1571 Bachelor of Design (Visual Communication) or 1737 Bachelor of Design - Visual Communication (Dean's Scholars). Specialist photography facilities with limited space, equipment and limited specialist technical support preclude other students from taking this subject as an elective.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Exhibit proficiency in a range of specialization areas in Photographic practice.
2. Exhibit understanding of principals used to control lighting in the studio and on location.
3. Use both mainstream and alternative image production methods as a means of generating visual material.
4. Exhibit proficiency in visual narrative and image flow, for multi paged outcomes.
5. Art direct an idea from concept to final outcome.
6. Use appropriate visual methods to reach identified target audiences based on research.

## Subject Content

- students will engage in Project-based resolutions to Image design problems  
- Exercise work will explore The nature and function of photographic Image making, through The experience of areas of specialization within photographic practice.

- research and Project work will explore The process of thematic Image production for designed outcomes.  
- The development of skills in visually communicating concepts in A design context, through The use of photographic imagery.  
- through in class Activities, students will develop control of The medium, for use in client driven designed outcomes.  
- Lynda.com courses: as determined.

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Applied Project	Visual work - length/ duration not appropriate	60	N	Individual
Applied Project	Visual work - length/ duration not appropriate	40	N	Individual

Prescribed Texts

- London, B., Stone, J. and Upton, J. (2014). Photography (11th edition) Upper Saddle River USA: Prentice Hall.

Teaching Periods

## Autumn

### Parramatta - Victoria Rd

#### Day

**Subject Contact** Enrico Scotece ([https://directory.westernsydney.edu.au/search/name/Enrico Scotece/](https://directory.westernsydney.edu.au/search/name/Enrico%20Scotece/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=DESN2013\\_22-AUT\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN2013_22-AUT_PS_D#subjects))