# DMJX

#### Danish School of Media and Journalism VK - Photographic Communication Unit description Spring 2021

#### 4th semester

## **Fashion & Visual Identity**

## 5 ECTS

## Aim

The unit will qualify the student to identify and translate visual identities based on Fashion as a communication tool through photographic narratives. The student must develop his / her understanding of visual codes which through creative methods and processes develop into a reflected and justified photographic language.

## Central elements of the course

- Fashion photography
- Studies in Subcultures
- Fashion in contemporary culture
- Authenticity on the streets

#### The students will be able to

- Understand key elements about authenticity in fashion photography
- Analyse images and codes within fashion and subcultures
- Understand the relationship between clothes, identity and storytelling in photographic material
- Understand the practise in relation to production of fashion photography on location

## Methods

Lectures, workshops, practical demonstrations, reflection, and critical review

#### Literature

- Fashion as Communication, Malcolm Barnard
- Fashion as photograph, viewing and reviewing Images of Fashion, Eugénie Shinkle

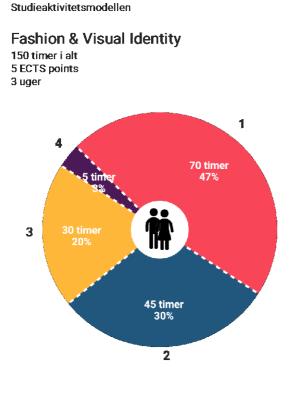
#### **Learning Outcomes**

Upon successful completion of this unit the student will be able to demonstrate an understanding of fashion photography, search and planning a fashion shoot, working with casting and staged photography.

## Participation/Attendance

Attendance is compulsory in all programmed classes. Participation is compulsory in exercises, hand in projects and group feedback.

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Kategori 1 Undervisere har hovedansvaret for studieaktiviteterne, og studerende har et medunsvar gennem forberedelse og deltagelse. Både studerende og underviser deltager.

Kategori 2 Undervisore har hovedansvaret for rammesætning af hæringsaktiviteterne, og studerende har hovedansvar for aktiv deltagelse i de tilrettelagte studieaktiviteter. Kun studerende deltager.

Kategori 3 Suderende har høvedansvaret for studicaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Kun studerende dettager.

Kategori 4 Suderende har hovedansvaret for læringsaktivitæterne, og undervisere har medansvar for at rammerne er til stede. Både studerende og underviser deltager.

Godkendt af NNS - 19. Jan 2021