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

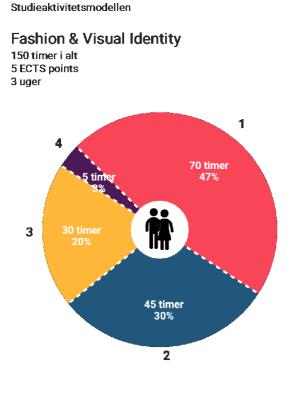
Learning Outcomes

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