

## FASHION PHOTOGRAPHY

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Code: 333031

Main Scientific Area: Communication and graphic art

Lecturer: António Rui Pinto Ferreira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 30h Total Workload: 45h

ECTS: 3,0

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### **Objectives**

The Fashion Photography course will provide to the students an introduction to the study and use of photography as a means of communication and expression for Fashion Design. The students will be prepared to design a fashion editorial, using a distinct language influenced by school and professional environment.

### **Learning Outcomes**

Develop the knowledge of composition, points of view and color. Understand basic concepts as addition and subtraction

Acquisition of individual and team skills for the development of fashion and styling editorials Develop personal, interpersonal, communication and time management skills;

Develop teamwork skills;

Understand photography as a tool for expression and communication in the world of fashion. Basic skills of photo editing.

Acquisition of individual and group skills related to editorial world

### **Course Contents**

1.Composition -2.Different types of shots in cinema and points of view -3.Composition: Rule of thirds and orientation. -4.Types of photographic cameras and lens. 5.Exposure triangle: Aperture, Shutter and ISO. 6.Depth of field, Freezing vs Motion. -7.Studio Lightning Setups and Color. 8.Composition in fashion photography. -8. Basic photo editing.

Fashion Photography

1. Photograph of figure;
2. Scenery photography;
3. Fashion Photography Essays and Edition;

### **Recommended Bibliography**

Adobe Photoshop CS4, Classroom in a Book, Adobe Press, 2008. Schaefer, John P. (1998).

The Ansel Adams guide: Basic techniques of photography USA, Bulfinch Press.

Jonathan Lipkin (2005) — Photography Reborn, image making in the digital era, New York, Abrahm Studio Shore, Stephen (2007). The Nature of Photographs, London, Phaidon Press.

Adams, Ansel (2004) - A Câmara; O Negativo; A cópia , São Paulo, SENAC.

Freeman, Michael (2009) - Perfect Exposure, UK, ILEX press.

### **Learning and Teaching Methods**

The Fashion Photography course will provide to the students an introduction to the study and use of photography as a means of communication and expression for Fashion Design. From the presentation of fundamental concepts and the practice of photographic techniques, students will be able to develop a fashion editorial with their own concept and style.

In this courses students will acquire skills to develop and to produce an editorial, as well as the technical acquisition Composition, color, communication, styling and production are important competences for this course. Students may develop personal, interpersonal skills, communication and time management and teamwork skills.

### **Assessment Methods**

Presentation of 5 photography portfolios through the semester:

Two exercises; each one 10% - (10% + 10%) Two proposals; each one 20% - (20% + 20%) Final project; - (30%)

Participation, motivation - (10%)