



IDENTIFYING DATA

Fashion Photography

Subject	Fashion Photography			
Code	P01M171V01205			
Study programme	Máster Universitario en Diseño y Dirección Creativa en Moda			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Fraga Pérez, Andrés			
Lecturers	Fraga Pérez, Andrés Herranz Estévez, Javier			
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Web				
General description	Study of the photography applied to the fashion with an essentially practical approach; it pretends a route by the photographic typologies applied to the field of the fashion, giving to the students the necessary technical bases to be able to develop the appropriate images to his designs, *incidiendo especialmente in the training of the criterion and the necessary visual culture for this.			

Training and Learning Results

Code	
A4	(*)Que os estudantes saiban comunicar as súas conclusións, e os coñecementos e razóns últimas que as sustentan, a públicos especializados e non especializados dun xeito claro e sen ambigüidades.
B3	(*)Capacidade para comprender en profundidade el contexto social y cultural en que tendrá lugar la práctica artística o profesional
B4	
B9	(*)Capacidade de desenvolver unha gramática visual clara e innovadora
C3	(*)Ser capaz de comprender e comunicar visualmente a información, dominar as técnicas de exposición gráfica de proxectos de deseño
C4	(*)Capacidade de aplicar sistemas de representación gráfica usados no deseño de moda
D4	(*)Capacidade de razoamento crítico e autocrítico
D5	(*)Capacidade para a análise e a resolución de problemas, de adaptación a novas situacións e de toma de decisións de xeito creativo e innovador
D9	(*)Capacidade de integración en equipos multidisciplinares

Expected results from this subject

Expected results from this subject	Training and Learning Results
That the students purchase capacity of analysis on the images and photographic aesthetics applied to the fashion, making possible and *propiciando the reading and application of his own criteria in his works of design.	B3 B4 C3 C4 D4 D5 D9

That the students purchase the necessary knowledges for the handle of the technical teams with the end A4
 that it can make his own works, B4
 at the same time that purchases the vision of the possibilities of the photographic tools regarding creative B9
 tools and of expression, understanding C3
 the photography like a step more inside the process of textile creation, necessary for the visibility of the C4
 pieces elaborated and amplifier of the potentialities D4
 of the design. D5
 D9

Contents

Topic	
Visual language	Basics concepts of images as language.
The photographic camera	Setting, approach, aperture and diaphragm.
Basic illumination	Basic principles and nature of light Light characteristics: Continuous or flash, hardness and specularity, direction, shape and color. Lighting equipment and techniques.
Practical works	Fashion photography: Lookbook E-commerce Editorial Campaign

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	5	0	5
Workshops	10	10	20
Collaborative Learning	5	0	5
Project based learning	10	15	25
Autonomous problem solving	0	95	95

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Lecturing	Approximation to the fashionable photography, history and current tendencies.
Workshops	Practice of photographic session in *plató.
Collaborative Learning	Group work
Project based learning	Realisation of the corresponding image to the projects of the students, works made in group as well as *proyectoss personal.
Autonomous problem solving	Realisation of the practical works proposed on the collections of the students.

Personalized assistance

Methodologies	Description
Project based learning	Practical realisation of the projects of the students, from e-commerce, lookbook and campaign.

Assessment

	Description	Qualification	Training and Learning Results			
Workshops	Public defenses of subject assignments, collaboration in classroom activities and assistance	20	A4	B4	C4	D4
Collaborative Learning	Group work. Moodboard and photographic representations of a collection. Lookbook and e-commerce.	20		B9	C3	D4
Project based learning	Moodboard of individual work	20	A4	B3	C3	D4
Autonomous problem solving	Individual photographic work. Photographic representation of a collection. E-commerce, lookbook and campaign.	40		B4	C4	D5
				B9		D9

Other comments on the Evaluation

Continuous assessment

The evaluation will be carried out on each and every one of the exercises carried out, evaluating on the one hand the work carried out as a team and on the other hand the individual work, as well as class attendance and participation. In order to pass the subject, you need to have passed both the group work part and the individual part, which cannot be passed if the average of any of the two parts is suspended. The weighting of these activities is distributed as follows:

- 20%: Public defenses of subject assignments, collaboration in classroom activities and assistance.
- 20%: Group work. Reference panels in photographic representations of a collection. Lookbook and e-commerce.
- 20%: Reference panel of individual work.
- 40%: Individual photographic work. Photographic representation of a collection. E-commerce, lookbook and campaign.

The different tasks and works will be delivered through the Moovi platform, and it may be required on occasion that a printed part be delivered.

Global assessment

The assessment is based on a series of tests that include both the theoretical and practical parts. The weighting of these tests is distributed as follows:

- 50%: Theoretical exam
- 50%: Individual photographic work. Photographic representation of a collection. E-commerce, lookbook, campaign and editorial.

The papers must be submitted within the examination period published on the faculty website:

https://deseno.uvigo.gal/wp-content/uploads/2023/06/calendario-avaliacion_MESTRADO-MODA_23-24.pdf

The deadline for the presentation of the works for the second opportunity is published in the faculty calendar:

https://deseno.uvigo.gal/wp-content/uploads/2023/06/calendario_MESTRADO_MODAL_23_24.pdf

Sources of information

Basic Bibliography

AVEDON, R., **An autobiography Richard Avedon**, RANDOM HOUSE,

Complementary Bibliography

GARNER, P y MELLOR, D.A., **The Essential Cecil Beaton**, Schirmer/Mosel,

COTTON, CH., **Nick Knight Photographeien 1994-2009**, Schirmer/Mosel,

LINDBERGH, P., **Peter Lindbergh. A different vision on fashion photography**, Taschen,

GATTI, J., **Peter Lindbergh: Untitled 116**, Schirmer/Mosel,

MONDINO, J.B., **Mondino two much**, Schirmer/Mosel,

PENN, I.y LIBERMAN, A., **Irving Penn: Passage**, Alfred A. Knopf,

VVAA., **La fotografía del siglo XX. Museum Ludwig Colonia**, Taschen,

HILL, P. y COOPER, T., **Diálogo con la fotografía**, GG Gustavo Gili,

MARQUET, F., **Helmut Newton**, Taschen,

ARNHEIM; R., **Arte y percepción visual**, Alianza editorial,

BARTHES, R, **La cámara lúcida**, GG Gustavo Gili,

Recommendations

Other comments

Schedule of *tutorías:

fscabeza@uvigo.es: 1º *Cuatrimestre: Thursday 9:00h to 15:00h / 2º *Cuatrimestre: Tuesday 9:00 to 15:00 *h.
