



IDENTIFYING DATA

Fashion Photography

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|---------------------|---|-----------|------|------------|
| 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 | | | |
| E-mail | andres.fraga.perez@uvigo.gal | | | |
| 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

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|------|--|
| 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

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|--|--|
| 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.
