

# GE1129: CREATIVE PHOTOGRAPHY

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**Effective Term**

Semester B 2024/25

## Part I Course Overview

**Course Title**

Creative Photography

**Subject Code**

GE - Gateway Education

**Course Number**

1129

**Academic Unit**

School of Creative Media (SM)

**College/School**

School of Creative Media (SM)

**Course Duration**

One Semester

**Credit Units**

3

**Level**

B1, B2, B3, B4 - Bachelor's Degree

**GE Area (Primary)**

Area 1 - Arts and Humanities

**Medium of Instruction**

English

**Medium of Assessment**

English

**Prerequisites**

Nil

**Precursors**

Nil

**Equivalent Courses**

Nil

**Exclusive Courses**

SM1013 Introduction to Photography

## Part II Course Details

### Abstract

This course explores photography as a creative way of seeing, of investigating moments in life and expressing ideas. Various kinds of photographic subject matter will be discussed including portraiture, landscape, story telling and documentary.

This course also offers practical instruction in basic Photographic techniques, digital imaging, fundamentals of camera operation, lighting, exposure, etc. Course provides opportunity for student's future exploration.

The course aims at enriching students' knowledge on photographic art to photographic means as a vehicle of expressing oneself and communicating ideas. Besides, it nurtures students' sensibility and consciousness of image culture and history in both practical and intellectual aspects. In addition, the course also aims at development of the technical competence of students, on using the photographic means. Emphasis is put on the manipulation of the photographic forms.

### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                                                                                                                                                               | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------|--------|--------|
| 1     | Be technically competent in the use and manipulation of photographic devices by understanding both the mechanism of the camera in different photo shooting situations and the history of development of photographic device from analogue to digital age.                     | 20                  |        | x      |        |
| 2     | Have developed a critical sense of photo aesthetics and be able to compare between good and bad photography based on their exploration of the work of master photographers and reading article from famous image culture writers.                                             | 30                  | x      | x      |        |
| 3     | Be competent of communicate with photographic image by understanding both denotation and connotation of the message and meaning that are being sent in the semiotic system. Students also be able to transform technical competence into a unique style or personal signature | 30                  |        | x      | x      |
| 4     | Have developed a social consciousness in the image culture                                                                                                                                                                                                                    | 20                  | x      |        |        |

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

| LTAs |                      | Brief Description                                                                                                                                                           | CILO No. | Hours/week (if applicable) |
|------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------------|
| 1    | Lecture              | Lectures on photographic art thought the discussions of world photographers and their creative originality. Related essay and article from famous writer will be discussed. | 1, 2, 4  | 1.5hr/wk                   |
| 2    | workshop             | Demonstration on photographic tools and techniques                                                                                                                          | 1, 3     | 1hr/wk                     |
| 3    | Student presentation | Discussion and critique of students' assignments moderated by the lecturer.                                                                                                 | 1, 3, 4  | 30mins/wk                  |
| 4    | Workshop             | Photographic post-production by demonstrating the use online photo-editing shareware                                                                                        | 1, 3     | 3hrs                       |

**Assessment Tasks / Activities (ATs)**

| ATs |                                                              | CILO No.   | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|-----|--------------------------------------------------------------|------------|---------------|----------------------------------------|
| 1   | Assignment 1: Creative Portraiture Photography               | 1, 2, 3    | 20            |                                        |
| 2   | Assignment 2: Landscape Photography                          | 1, 2, 3, 4 | 20            |                                        |
| 3   | Assignment 3: Capturing a decisive moment                    | 1, 2, 3    | 20            |                                        |
| 4   | Assignment 4: Photo essay: Documenting society               | 1, 2, 3, 4 | 20            |                                        |
| 5   | Assignment 5: Photographs Critique (Group Project)           | 2, 4       | 10            |                                        |
| 6   | Assignment 6: Book report with 500 words (from the booklist) | 1, 2, 3    | 10            |                                        |

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

## 1. Photographic Projects

**Criterion**

Students should demonstrate ability to utilize primary and secondary sources, execute creative ideas and projects. The threshold of ‘discovery’ lies in a student’s proactively turning theory into praxis, to transform course material into self-owned authorship.

**Excellent (A+, A, A-)**

- Work has strong affective quality and the articulation of personal styles and signature
- Excellent appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium
- Work raises questions and instill insights about the process of conception, creative strategization and production
- Innovative exploration by combining knowledge from different disciplines (e.g. mathematics, psychology, physics, anthropology, etc.) to create an inter-disciplinary project
- Efficient adjustment of plans and strategies in response to resources (time, space, equipment, etc) available with constructive adjustment

**Good (B+, B, B-)**

- Strong appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium
- Ability to create project/ work that demonstrate the processes of thinking and creative exploration
- Proper adjustment of plans and strategies in response to resources (time, space, equipment, etc) available and constructive feedback/ suggestions

**Fair (C+, C, C-)**

- Basic appreciation and/or application of the aesthetic and expressive qualities of the medium
- Limited ability to create project/ work that demonstrate the processes of thinking and creative exploration
- Adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

**Marginal (D)**

- Marginal appreciation of the aesthetic and expressive qualities of the medium
- Marginal ability to create project/ work that demonstrate the processes of thinking and creative exploration
- Limited adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

**Failure (F)**

- No appreciation of the aesthetics and expressive qualities of the medium
- Fail to create project/ work that demonstrate the processes of thinking and creative exploration
- Minimal adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

**Additional Information for AR**

All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

**Part III Other Information****Keyword Syllabus**

Creative Portraiture Photography, Landscape Photography, Capturing a decisive moment, Photo essay: Documenting society, Photographs Critique

**Techniques:**

Camera and Lens, Setting the Exposure, The Shutter and Motion, The Aperture and Depth of Field, Lens and Focal Length, Zoom Lenses, Perspective, Macro and Close Up Photography, Film Speed and Grain, Filters, Exposure Meter, Darkroom Process, Contrast Control, Push Processing, , Dodging and Burning, The Zone System

**Reading List****Compulsory Readings**

| Title |                                                                                                                                |
|-------|--------------------------------------------------------------------------------------------------------------------------------|
| 1     | Jeff Wall / Thierry de Duve, Arielle Pelenc, Boris Groys. London : Phaidon Press, 1996 TR 654 J44 1996                         |
| 2     | Photography / Barbara London, Jim Stone, John Upton. TR145 .L66 2011                                                           |
| 3     | Photography / Barbara London TR145 .L66 2002                                                                                   |
| 4     | Andreas Gursky / mit Beiträgen von with contributions by Bernhard Mendes Bürgi, Beate Söntgen, Nina Zimmer. TR647 .G86597 2007 |
| 5     | The Digital Darkroom by George Schaur Silver Pixel Press TR 267 S33 1999                                                       |
| 6     | Lighting for Still Life by Steve Bavister Silver Pixel Press TR 656 5 B38 2001                                                 |
| 7     | The science of imaging : an introduction / Graham Saxby. TR222 .S295 2002                                                      |
| 8     | Photography in the visual arts TR 642. P475 1995                                                                               |
| 9     | The essential Duane Michals / Marco Livingstone. TR654 .M4648 1997                                                             |
| 10    | Questions without answers / Duane Michals. TR655 .M53 2001                                                                     |
| 11    | Salute, Walt Whitman / Duane Michals. TR654 .M465 1996                                                                         |
| 12    | The camera / Ansel Adams, with the collaboration of Robert Baker. TR250 .A38 1995                                              |
| 13    | Ways of seeing / a book made by John Berger N7430.5 .W39 1972                                                                  |
| 14    | On photography / Susan Sontag. TR183 .S65 2002                                                                                 |

### Additional Readings

| Title |     |
|-------|-----|
| 1     | Nil |

## Annex (for GE courses only)

**A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:**

Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)

**PILO 1: Demonstrate the capacity for self-directed learning**

1, 2, 3, 4

**PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology**

1, 2, 3, 4

**PILO 3: Demonstrate critical thinking skills**

1, 2, 3, 4

**PILO 5: Produce structured, well-organised and fluent text**

1, 2, 3, 4

**PILO 6: Demonstrate effective oral communication skills**

1, 2, 3, 4

**PILO 7: Demonstrate an ability to work effectively in a team**

2, 3, 4

**PILO 8: Recognise important characteristics of their own culture(s) and at least one other culture, and their impact on global issues**

1, 2, 3, 4

**PILO 9: Value ethical and socially responsible actions**

1, 2, 3, 4

**PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation**

1, 2, 3, 4

**B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.**

**Selected Assessment Task**

1. Creative Portraiture Photography
2. Documenting society
3. Photo Critique (group project)