

## COURSE CONTENT

<b>Course Code</b>	DP3001
<b>Course Title</b>	Transformative Identities in Fashion Media
<b>Pre-requisites</b>	DP2005 Photography: Colour and Context <u>or</u> DP2006 Principles of Lighting
<b>No of AUs</b>	3
<b>Contact Hours</b>	39 hours studio contact

### **Course Aims**

In this studio course, you will explore how artists have used the language of dress as a narrative in their work to reflect the culture and various identities. By questioning and dismantling preconceived notions of fashion photography, you will expand definitions of fashion in photography and publication through discussion, practice and assignments. By enhancing your professional technical knowledge and principles of the still and moving image in a fashion context, you will have the confidence to reflect the zeitgeist of fashion through the means of contemporary image making.

### **Intended Learning Outcomes (ILO)**

By the end of this course, you will

1. Describe the photographic identities of significant fashion designers, their relationship with key prolific image makers and their influence in culture.
2. Discuss and explore the collaborative relationship with fashion and art.
3. Create visual identities of fashion narratives through photographic image making.
4. Demonstrate proficiency via presentation of sequential image making related to a theme.
5. Contribute constructively in class and in team-based situations to critique artistic and technical challenges related to fashion media photography.

### **Course Content**

#### **Referencing the Past to describe the “Now”.**

In this course you will conduct an investigation into the history and birth of Fashion Photography and how it has evolved today.

#### **Constructing an Identity**

Through analysis and discussions of a variety of runway images, you will be introduced to key prominent fashion designers and how they have impacted the ways of dress today. You will explore the various representational “DNA” of each designer and how they are able to appropriate and reflect the key visual elements of dress in a constructed identity.

#### **Representation of Identity in Photo Media**

You will explore how the constructed identity is manifested in a narrative structure. You will examine the relationship between key prolific image makers and fashion, and will be exposed to the mise en scene necessary to create contemporary photographic work in a fashion context.

#### **Fundamental Image Capturing and Creation Techniques**

Through an exploration of mise en scene demonstration of essential high end technicalities, you will

develop how to best represent constructed identities through photo media. You will gain understanding of skills used in a fashion context, framing, composition, light, colour, during production and post production.

**Presenting the Fashion Image**

By examining the ever changing landscape of the fashion publication, you will be guided how to best present fashion media in a sequential high quality layout. You will also learn how to incorporate the fashion moving image, a medium that has developed with modernity.