

NTU Global Summer School Course Description

Fashion Photography

Credit Points: 5 (2.5 ECTS)

Duration: 5 days

This course is for people who are new to fashion photography but are competent when using a digital SLR camera in manual mode. You should have the require [English language skills](#).

Overview and aims

This practical course will introduce you to the aesthetics of digital fashion photography. It will help you develop your technical photography skills and complement them with an understanding of contemporary fashion photography and its context within modern society.

During the course you will experience the different roles that make a fashion shoot happen, including assistant, producer, digital operator and client. The photography will be take place in both the studio and on location, and so you will learn how to use camera flash and battery operated flash equipment, LED lighting and state of the art digital equipment.

You will create your final artwork using industry-standard software.

On this course you will:

- improve your understanding of digital photography and the manual settings of your camera;
- experience working in the studio with professional lighting equipment;
- direct a model and style a contemporary look;
- source sets, props and backdrops; and
- create unique, beautiful and inspiring fashion images that demonstrate your personal approach.

By the end of the course you will have a portfolio of fashion images that you can show to magazines or designers in the future. You will also have the knowledge and experience of how to plan a fashion shoot and how to work as part of a team.

This course is ideal for people who have some experience of digital photography but are new to fashion. You might be adding new work to your portfolio or considering further studies, or you might be new to the fashion industry and want to enhance your image-making skills.

Indicative reading

The following reading may be useful to refer to:

Cotton C. (2000) *Imperfect Beauty: The Making of Contemporary Fashion Photographs*, V & A Publications

Cotton C. (2014) *The Photograph as Contemporary Art* Thames and Hudson

Dexter, E, & Weski, T (eds), (2003) *Cruel and Tender: Photography and the Real* Tate Publishing

Ewing, William A. (2008) *Face: The New Photographic Portrait* Thames and Hudson

Max Kozloff (2007) *The Theatre of the Face: Portrait Photography Since 1900* London: Phaidon Press

Walker, Tim. (2012) *Story Teller*

Blanks, T., Sloman, P. (2013). *New Fashion Photography Hardcover*: Prestel

Remy, P. (2014) *The Art of Fashion Photography Hardcover – Illustrated*, 24 Mar 2014

Web links:

<http://www.1000wordsmag.com/>

<https://www.lensculture.com/>

<http://www.bjp-online.com/>

Digital reading:

Adobe Photoshop CC for Photographers: A professional image editor's guide to the creative use of Photoshop by Martin Evening

The Adobe Photoshop Lightroom 5 Book for Digital Photographers (Voices That Matter) by Scott Kelby

Skin: The Complete Guide to Digitally Lighting, Photographing, and Retouching Faces and Bodies by Rick Sammon and Lee Varis

Selected photographers to research:

Ben Hassett, Emma Summerton, Alasdair McLellan, Ellen Von Unwerth, Juergen Teller, Patrick Demarchellier and Nick Knight

Learning outcomes

After studying this course you should be able to:

- communicate an awareness of social and cultural issues in relation to fashion photography;
- evaluate your own work and that of others;
- demonstrate knowledge and understanding of historical and contemporary fashion photography through your practice;
- create fashion photographs that explore ideas through methods and practices of photographic image making; and
- demonstrate the appropriate selection, control and understanding of technical and practical skills in fashion photographic production.

Teaching and learning

This course will be taught via:

- Lectures and project briefings
- Studio workshops
- Technical demonstrations
- Verbal and visual presentations

Total contact hours: 25

In addition to the contact hours you should expect to spend no more than five hours before and during the course on preparation and reading.

Assessment methods

100% coursework. This will include a visual presentation of your project work.

Final assessment

You will receive a pass/fail mark for the course. Written feedback from your tutor will identify strengths evident in the body of work and include some pointers on what to focus on to improve your future work.

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