

Short Title:	Professional Photographic Practices APPROVED
Full Title:	Professional Photographic Practices
Language of Instruction:	English

Module Code:	FOTO H4005
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Credits:	7
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NFQ Level:	8
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Field of Study:	Audio-visual techniques and media production
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Module Delivered in	no programmes
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Module Description:	The purpose of the final photography module in the programme is to foster a highly self-motivated approach enabling each student to skilfully integrate personal research and production-based practice. Students will draw from a wide range of acquired technical skills and context-based critical analysis, in order to complete a rigorous, coherent and fully resolved portfolio of photographic work, in preparation for a career within the creative digital media industry.
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Learning Outcomes

<i>On successful completion of this module the learner will be able to:</i>	
LO1	Pursue an independent and self-motivated approach in producing original and innovative photography of a high standard, articulating with confidence current themes and debates related to areas of individual practice.
LO2	Use a medium format digital camera to produce a commissioned advertising/editorial photograph for publicity purposes, delivered both as a high resolution pigment inkjet print and saved for web.
LO3	Understand commercial and professional requirements for working in the photographic and media/culture industries.
LO4	Prepare a photographic portfolio.

Pre-requisite learning

Co-requisite Modules

No Co-requisite modules listed

Module Content & Assessment

Content (The percentage workload breakdown is indicative and subject to change)	%
<p>Professional Photographic Practices The personal project of the student's choice, written and developed in consultation with the module lecturer and discussed in tutorial sessions, will be completed to a professional standard. Due to the nature of the personal project, the content of each student's work will vary, and individual guidance and review will form an integral part of this semester's production work. This module is designed to prepare students for life after college, as media-practitioners able to articulate innovative ideas with high skill levels. In this respect, students will be encouraged to work in an autonomous, self-directed manner; to solve conceptual and technical problems in relation to the production of creative photography; and to develop the practices of self-reflection and lifelong learning, essential to the survival of any practitioner working in the media industry. Commercial and professional practices will be addressed, with specific regard to photographic practices in the media and culture industries, and there will be a complementary advertising/editorial element to the project work this semester: emulating a professional commission, this will require students to deliver images that fulfil a written brief provided by a client; using a medium format digital camera, students will photographically illustrate the client's core values, whilst at the same time showcasing their own skills as a creative photographers and image makers who have the ability to produce advertising/editorial style photographs to the satisfaction of the client. Time will be allocated to the preparation of each student's personal photographic portfolio work, for the purposes of showcasing their skills to potential employers.</p>	100.00%

Assessment Breakdown	%
Course Work	100.00%

Course Work				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The project this semester will comprise of the major production-based personal work, along with supplementary production-based advertising/editorial work; presented to a high standard. Students will be required to keep a project workbook throughout the semester, which will form an intrinsic part of all project work completed. The purpose of the workbook is to give each student the opportunity to present, to a high standard, an in-depth study including all background material and supporting work involved in production (see module Content).	1,2,3,4	60.00	Sem 1 End
Project	Students will write up their own notes throughout the semester, which will then be presented in the workbook (see above), detailing their contextual research, progression and development of ideas, technical notes, exhibitions and seminars attended, etc. Appropriate academic referencing and bibliographic conventions should be applied throughout. All project work will be assessed holistically under the following criteria: Concept (e.g. contextual research and understanding, development of ideas); Production (e.g. technical proficiency, working competence, creativity); Presentation (e.g. attention to detail, print quality, final presentation).	1,2,3,4	40.00	Sem 1 End

No End of Module Formal Examination

Reassessment Requirement
<p>Repeat the module <i>The assessment of this module is inextricably linked to the delivery. The student must reattend the module in its entirety in order to be reassessed.</i></p>

IT Tallaght reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecturer/Lab	Students will attend lectures and participate in practical workshops, lecturer-supervised learning, tutorials, seminars and critiques; there may be gallery tours, guest lectures and visits to commercial labs/studios.	6.00	Every Week	6.00
Independent Learning	Students will undertake independent research and related practical work outside of scheduled class times.	4.00	Every Week	4.00
Total Weekly Learner Workload				10.00
Total Weekly Contact Hours				6.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- Frank, Robert, 2018, *The Lines of My Hand*, (first published 1972), New Ed., Steidl
- Kriebel, Sabine T. and Andrés Mario Zervigón, 2017, *Photography and Doubt*, Routledge
- Pritchard, Lisa, 2017, *Running a Successful Photography Business*, Bloomsbury
- Bate, David, 2015, *Art Photography*, Tate Publishing
- Scott, Grant, 2015, *The Essential Student Guide to Professional Photography*, Focal Press
- Cotton, Charlotte, 2014, *The Photograph As Contemporary Art*, 3rd Ed., Thames and Hudson
- Levi Strauss, David 2014, *Words Not Spent Today Buy Smaller Images Tomorrow: Essays on the Present and Future of Photography*, Aperture
- Parr, Martin and Gerry Badger, 2014, *The Photobook: A History, Volume 3*, Phaidon
- Scott, Grant, 2014, *Professional Photography: The New Global Landscape Explained*, Focal Press
- Thomas, Gwen and Ella Leonard, eds., 2014, *Beyond the Lens: Rights, Ethics and Business Practice in Professional Photography*, 4th Ed., Association of Photographers
- Foster-Rice, Greg, and John Rohrbach 2013, *Reframing the New Topographics*, University of Chicago Press
- Gronert, Stefan and Lothar Schirmer, 2009, *The Dusseldorf School of Photography*, Thames and Hudson
- Nordstrom, Alison and Britt Salvesen, eds., 2009, *New Topographics*, (first published 1975), Steidl
- Parr, Martin, and Gerry Badger, 2006, *The Photobook: A History, Volume 2*, Phaidon
- Adams, Robert, 2004, *Beauty in Photography: Essays in Defense of Traditional Values*, Aperture
- Grundberg, A, 2004, *Crisis of the Real: Writings on Photography Since 1974*, 2nd Ed., Aperture
- Parr, Martin, and Gerry Badger, 2004, *The Photobook: A History, Volume 1*, Phaidon
- Phillips, Christopher., ed., 1989, *Photography in the Modern Era: European Documents and Critical Writings, 1913-1940*, Aperture

Recommended Article/Paper Resources

- Aperture - international journal specialising in photography, *quarterly journal*
- British Journal of Photography, *monthly journal*
- Source - magazine of contemporary photography in Britain and Ireland, *quarterly journal*

Other Resources

- Website: *Aesthetica Magazine*, art, design and photography
<http://www.aestheticamagazine.com>
- Website: *Agata Stoinska*, photographer
<http://www.stoinska.com>
- Website: *Amelia Stein RHA*, photographer
<http://www.ameliastein.com>
- Website: *Andy Wiener*, photographer, psychiatrist
<http://www.andywiener.com>
- Website: *AnOther Magazine*, fashion and culture
<http://www.anothermag.com>
- Website: *Anthony Haughey*, artist, lecturer/researcher
<http://www.anthonysaughey.com>
- Website: *Aperture Foundation*, publisher and centre for the photo community
<http://www.aperture.org>
- Website: *The Association of Photographers*
<http://www.the-aop.org>
- Website: *Barry McCall*, photographer
<http://www.barrymccallphotographer.com>
- Website: *Belfast Exposed*, gallery of contemporary photography
<http://www.belfastexposed.org>
- Website: *Belfast Photo Festival*, photographic biennial
<http://www.belfastphotofestival.com>
- Website: *Blurb*, create photo books
<http://www.blurb.com>
- Website: *British Journal of Photography*, photography news and features
<http://www.bjp-online.com>
- Website: *Color Confidence*, colour management specialist
<http://www.colourconfidence.com>
- Website: *The Copper House Gallery*, photographic and fine art printing studio, Dublin
<http://www.thecopperhousegallery.com>
- Website: *David Farrell*, photographer

<http://www.davidfarrell.org>

Website: Deirdre O'Callaghan, photographer

<http://www.deirdreocallaghan.co.uk>

Website: Deutsche Börse Photography Foundation

<http://www.deutscheboersephotographyfoundation.org/en/>

Website: Digital Photography Review, equipment reviews and related forums

<http://www.dpreview.com>

Website: Donovan Wylie, photographer

<http://www.magnumphotos.com/DonovanWylie>

Website: Doug DuBois, photographer

<http://www.dougdubois.com>

Website: The Douglas Hyde Gallery, contemporary art gallery, Dublin

<http://www.douglashydegallery.com>

Website: Dragana Jurisic, photographic artist

<http://www.draganajurisic.com>

Website: Emer Gillespie, artist

<http://www.emergillespie.com>

Website: Eoin O'Conaill, photographer

<http://www.eoinoconail.com>

Website: European Photography, biannual photography and new media journal

<http://www.european-photography.com>

Website: Exhibit A, digital imaging and printmaking, Dublin

<http://www.exhibitastudios.ie>

Website: Frieze, resource for contemporary art and culture

<http://www.frieze.com>

Website: Gallery of Photography, Dublin, national centre for contemporary photography

<http://www.galleryofphotography.ie>

Website: Gary Coyle RHA, artist

<http://www.garycoyle.ie>

Website: getDPI, photography forums

<http://www.getdpi.com>

Website: Hetty Walsh, master Black and White printer, Co. Cork

<http://www.hettysdarkroom.com>

Website: Hugh Lane Gallery, (officially the Dublin City Gallery)

<http://www.hughlane.ie>

Website: Inniscara Bespoke, framing service, Rathcoole, Co. Dublin

<http://www.inniscara.com>

Website: Inspirational Arts, fine art digital printing and framing services, Dublin

<http://www.inspirationalarts.ie>

Website: Irish Arts Review, quarterly journal

<http://www.irishartsreview.com>

Website: Irish Museum of Modern Art, Dublin

<http://www.imma.ie>

Website: Irish Professional Photographers Association

<http://www.irishphotographers.com>

Website: Jackie Nickerson, artist

<http://www.jackienickerson.com>

Website: John Duncan, editor, photographer

<http://www.johnduncan.info>

Website: John Gunn Camera Shop, photographic processing, equipment and supplies, Dublin

<http://www.johngunn.ie>

Website: Kate Nolan, artist

<http://www.katenolan.ie>

Website: Kerlin Gallery, contemporary art gallery, Dublin

<http://www.kerlingallery.com>

Website: Kim Haughton, photographer

<http://www.kimhaughton.com>

Website: LensCulture, contemporary photography

<http://www.lensculture.com>

Website: Liam Blake, photographer

<http://www.liamblakephotographer.com>

Website: Lomography, analogue camera movement and community

<http://www.lomography.com>

Website: Luminous Landscape, forum and resource site for photographers

<http://www.luminous-landscape.com>

Website: Magnum Photos, international photographic cooperative

<http://www.magnumphotos.com>

Website: Mark Curran, practice-led researcher and educator

<http://www.themarket.blog>

Website: *Mark McGuinness, photographer*

<http://www.markmcguinness.ie>

Website: *Michael Hoppen Gallery, London, photography collection and exhibitions*

<http://www.michaelhoppengallery.com>

Website: *Mike O'Toole, photographer*

<http://www.mikeotoole.com>

Website: *Mill Studios, Harold's Cross, Dublin, photography studios and media services*

<http://www.photographystudio.ie>

Website: *National Photographic Archive, Dublin, (National Library of Ireland)*

<http://www.nli.ie/en/national-photographic-archive.aspx>

Website: *National Portrait Gallery, London (see Taylor Wessing Photographic Portrait Prize)*

<http://www.npg.org.uk>

Website: *Noel Bowler, photographer and educator*

<http://www.noelbowler.com>

Website: *1000 Words, online contemporary photography magazine*

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

Website: *Paris Photo, annual international photography fair*

<http://www.parisphoto.com>

Website: *Patrick Donald, photographer / gallery*

<http://www.patrickdonald.com>

Website: *Paul Gaffney, photographer*

<http://www.paulgaffneyphotography.com>

Website: *Paul Graham, artist-photographer*

<http://www.paulgrahamarchive.com>

Website: *Paul Seawright, artist*

<http://www.paulseawright.com>

Website: *Pearl Phelan, photographer*

<http://www.pearlphelan.com>

Website: *Perry Ogden, photographer and film director*

<http://www.perryogden.com>

Website: *PetaPixel, photography and camera news and reviews*

<http://www.petapixel.com>

Website: *Phoenix Framers, Dublin*

<http://www.phoenixframers.ie>

Website: *Photo Album of Ireland, digital archive project*

<http://www.photoalbumofireland.com>

Website: *PhotoBox, online photo printing company*

<http://www.photobox.ie>

Website: *photo-eye, online photography bookstore and Art Photo Index (API)*

<http://www.photoeye.com>

Website: *The Photographers' Gallery, London*

<http://www.photonet.org.uk>

Website: *Photographers.ie, listing site*

<http://www.photographers.ie>

Website: *PhotographyBLOG, equipment news and reviews*

<http://www.photographyblog.com>

Website: *Photography Ireland, forum and resource site*

<http://www.photographyireland.net>

Website: *The Photography Show, annual show, NEC, Birmingham, UK*

<http://www.photographyshow.com>

Website: *PhotoIreland, photography & visual culture*

<http://www.photoireland.org>

Website: *Photoworks UK, development agency dedicated to photography*

<http://www.photoworks.org.uk>

Website: *Photrio, photographic community*

<http://www.photrio.com>

Website: *Polaroid Originals, instant film and cameras*

<http://www.polaroidoriginals.com>

Website: *The Press Photographers Association of Ireland*

<http://www.ppai.ie>

Website: *Prix Pictet, global award in photography and sustainability*

<http://www.prixpictet.com>

Website: *Read That Image, photobook-making and self-publishing collective, Dublin*

<http://www.readthatimage.org>

Website: *Les Rencontres d'Arles, annual photography festival*

<http://www.rencontres-arles.com>

Website: *Richard Gilligan, photographer*

<http://www.richgilligan.com>

Website: Richard Mosse, artist

<http://www.richardmosse.com>

Website: Royal Hibernian Academy, Dublin

<http://www.royalhibernianacademy.ie>

Website: Rua Red, South Dublin Arts Centre

<http://www.ruared.ie>

Website: Sean Hillen, artist

<http://www.seanhillen.com>

Website: SHOWStudio, fashion website founded and directed by Nick Knight

<http://www.showstudio.com>

Website: Silverprint, photographic materials and supplies

<http://www.silverprint.co.uk>

Website: Simon Burch, photographer

<http://www.simonburch.com>

Website: SO Fine Art Editions, contemporary art gallery, Dublin

<http://www.sofinearteditions.com/photography>

Website: Source, magazine of contemporary photography in Britain and Ireland

<http://www.source.ie>

Website: Sportsfile, sports photography agency, Dublin

<http://www.sportsfile.com>

Website: Studio International, online contemporary art journal

<http://www.studiointernational.com>

Website: Tate Modern, international modern and contemporary art, London

<http://www.tate.org.uk/modern>

Website: Victor Sloan, artist

<http://www.victorsloan.blogspot.com>

Website: Victoria J Dean, photographic artist

<http://www.victoriajdean.com>

Website: Visual Artists Ireland, representative body for visual artists in Ireland

<http://www.visualartists.ie>

Website: Willie Doherty, artist

<http://www.williedoherty.com>

