

**AC-3303**

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**Principles & Practice of  
Photography &  
Photojournalism**

**Module Guide**

**2011**

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## Module Information

<b>Module Code</b>	AC3303
<b>Module Title</b>	Principles and Practice of Photography and Photojournalism
<b>Programme</b>	BA Major in Professional Communication and the Media
<b>Type of Module</b> <i>(Major/Breadth)</i>	Major option for Professional Communication and the Media / Breadth.
<b>Modular Credits</b>	4
<b>Contact Hours Per Week</b>	2 (plus 8-10 non-contact hours per week)
<b>Prerequisites</b>	None

## Aims/Objectives/Rationale

This module aims to develop students' critical, theoretical and practical skills to enable them to discuss all aspects of photography including planning, creating, editing and evaluating digital photographs; and to produce professional images.

## Module Content

This module introduces students to the principals and practice of photography and photojournalism. Through a series of practical assignments students will cover the following main themes:

- Critical evaluation of photographs
- Modes of photography (Genres) – landscape, urban, architecture, macro, portrait, group, night, action, abstract.
- Principals of photography (theory and practice) - composition, shape, colour, texture, line, tone, field of view, depth of field
- Digital cameras including Canon SLR
- Lighting theory and practice (studio & location)
- Editing and enhancing photographs
- Photojournalism principles and practices

Emphasis will be placed on class participation and each student's ability to critically analyse their own work as well as the work of their peers.

## **Introducing the Module:**

If, as the famous saying goes, 'a picture is worth a thousand words' why is this so? This wise adage used by many cultures long before the invention of photography is as true in today's digital world as it was when it was first coined centuries ago.

As a class we will investigate why this is so and consider what makes a good photograph. In addition we will explore some of the techniques photographers use to create memorable images. We shall also explore photojournalism. What is its power, and how does a series of images combine to tell a story?

This module will introduce to you both the theory and practice of photography. You will become familiar with nine photographic genres, with composition, and narrative. You will also learn to critically analyse imagery, which will furnish your knowledge in professional communication and the media.

You are required to contribute both in class and out of class hours. Ultimately it is up to you how much you wish to contribute to this module yet the more you contribute the more you will get out of it and the higher your final grade will be.

## **Lectures:**

Our contact class time is 2 hours per week – this will be divided as follows:  
Discussion of the previous week's uploaded photographs and any class issues.  
Lecture on the genre for the current week and preparation for the next week's assessment submission.

## **Independent Work (OUTSIDE OF CLASS HOURS):**

**Student Workload** = 10 hours per week

**Contact Hours for timetabling** = 2 hours per week

This means you are required to work on this module for 8 hours per week in between classes.

This time is used to:

- Take photographs.
- Edit photographs.
- Arrange the logistics for taking your assessment photographs.
- Take your assignment photographs.
- Research the week's genre of photographs on the web and elsewhere.

As well as...

- Upload your photographs to the class blog (Minimum of 1 photograph per week per student / Maximum of 2 photographs per week per student – if you feel you need to include more bring them to class and we can look at them in class time).
- Analyse and critically evaluate (in your own words) your own photographs on the class blog.
- AND Analyse and critically evaluate (in your own words) your class-members photographs on the class blog (be constructive, do not be negative or rude).
- Critically evaluate (in your own words) other photographs (photographs you find online i.e. famous photographs) for your written essay as well as for the class blog.

## The Class Blog:

Is our class online space – everyone has the same access.

This is where you upload **your weekly photographic assignments**.

It is also where you discuss, analyse, experiment, give and receive feedback, and engage with the module and its content.

Participation in the class blog is **essential** and is assessed.

## ASSESSMENT

Assessment	Examination: (This module has no exam)	
	Coursework: Item 1 - Discussion and critical evaluation of a variety of genres (20%) Due Every Week Item 2 - Professional project – Photo Essay/Series (30%) Due Week 11 Item 3 - Portfolio of work & Critical evaluation of one photographic genre (50%) Due Week 14	<b>100%</b>
Textbook(s) References:	There is no required text. Readings and reference materials will be supplied in class.	
Staff:	Lecturer: Dr. Janet Marles; Programme Leader: Alex Henry	

## Standards and Policy

<p><b>Student Responsibilities</b></p>	<p>As Shaquille O'Neal, a famous American basketball champion and celebrity once said, "Excellence is not a singular act, but a habit. You are what you repeatedly do."</p> <ul style="list-style-type: none"> <li>• To pass this module, you need to be consistent. Quickly assembling assignments in the last minute will not help you pass. Adversely, you will learn very little that will improve your critical and practical skills for professional communication.</li> <li>• You <b>MUST</b> participate in the class blog. This is where you submit your materials <b><u>each week</u></b> for critical evaluation and feedback.</li> <li>• And remember, there is NO SUCH THING as a "stupid question". All questions are valid and more often than not, it is the simplest and most "ridiculous" question that is the most thought provoking. So please bring your questions to class and we will explore it together.</li> </ul>
<p>Contact Hours</p>	<ul style="list-style-type: none"> <li>• Attending class is a prerequisite of UBD studies in Professional Communication. Students who fail to attend more than <b><u>twice</u></b> will be subject to disciplinary action. Adversely, your final grades will be affected.</li> <li>• Students who physically attend tutorials but who come unprepared and do not contribute to discussions will be marked as absent.</li> <li>• <b>There are tutorial assignments <u>each week</u>. Please research, prepare and submit each assignment before coming to class.</b></li> </ul>
<p>Assignment</p>	<ul style="list-style-type: none"> <li>• ALL work submitted must include a written statement by you. Please include your own name and student number with each piece of work.</li> <li>• Any requests for extension of time to submit assignments should be made to the tutor, <b><u>in advance (of AT LEAST 3 days)</u></b>, with evidence of the grounds to support your request.</li> <li>• Late assignments will be penalised <b><u>at 10% a day</u></b> (inclusive of public holidays) <i>unless</i> you have already made <b><i>advance</i></b> arrangements with your tutor.</li> <li>• Students must <b><u>ALWAYS</u></b> keep a copy of your assignments/projects as safeguard against any unintentional loss or theft. The tutor will not be held responsible for the loss of an assignment and/or project and will grade accordingly if the student is unable to reproduce the original document.</li> </ul>

Grading	The following information is retrieved, truncated and modified (for the purpose of this module) from the <i>GenNext Assessment and Standards Guide</i> . Tutors will grade all projects and assignments based on the information below unless specific instructions have been given to students and tutors (in the section called “Assignments and Assessments” or in person) regarding alternative marking rules.
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Grade	GP	Mark	Description
A+	5	Distinction 90-100	Excellent/Outstanding Work
A	4.5	Distinction 80-89	<i>Student shows high level of analysis based on a clear thesis statement; well structured document with a consistent and logical flow of argument, justification and exemplification throughout the document; critical interpretation of scholarly work; ability to illustrate and exemplify problems and complex theories; extensive range of scholarly sources showing evidence of wide information retrieval; and written in pleasing prose free of grammatical, punctuation and spelling errors.</i>
B+	4.0	High Credit 75-80	Very Good Work
B	3.5	High Credit 70-74	<i>Demonstrates an ability to compare and contrast evidence, and theories, systematically; analytical, based on wide reading beyond prescribed texts; capable of some critical insight into research and/or theory and/or applicability thereof; good style and clear expression although with minor grammatical and structural errors; ability to sustain argument; able to demonstrate how theory can be applied; better able to apply principles to argument albeit with minor errors.</i>
C+	3.0	Credit 65-69	Good Work
C	2.5	Credit 60-64	<i>Accurate description complemented by some analysis with some evidence of ability to apply theory; some useful insights; use of range of sources (at least from prescribed texts); shows a good knowledge and some critical negotiation and application of principles and theories to the given assignment rather than simply using recall techniques; coherent argument which is to the point but could be improved. Minor grammatical and structural errors.</i>
D+	2.0	Pass 55-59	Satisfactory Work
D	1.5	Pass 50-54	<i>Comprehensible; satisfactory description based on acceptable grasp of basic texts; satisfactory understanding of major issues but with little evidence of analysis; able to understand</i>



			<i>and apply principles and theories to a wider range of issues; use of a range of sources (at least from pre-given texts); reasonable level of clarity and coherence of written communication but with cluttered and ill-structured use of language.</i>
E	1.0	(Conditional)* Pass 40-49	<p>Poor Work</p> <p><i>Comprehensible although with excessive ambiguities; some accurate description, as opposed to analysis, based on a limited range of sources; general grasp of subject matter and major issues involved; able to descriptively apply basic principles and theories but shows little or no critical understanding or negotiation with argument; a minimal level of coherence of style and composition.</i></p>
F	0	Fail 39 or less	<p>Unacceptable Work</p> <p><i>The work may be plagiarised; very limited grasp of subject matter; incoherent argument; incomplete; difficult to read; off the point; little evidence of any relevant reading; negligible understanding of set material; superficial; major errors of focus; unable to adequately answer assignment question/topic; some or all of the above.</i></p>
		<p><b>Notes:</b>  <b>* Grade E/Conditional Pass</b>  The University Regulations state that Grade E (for the Semester Module) will be marked “Conditional Pass” twice throughout the period of study of an undergraduate; a third “Grade E” will automatically be converted into a Grade F.</p> <p>In relation to this, students must maintain a minimum GPA of 2.0 for the semester. A student will be placed on probation if their GPA falls below 2.0. A student who is on probationary status for two consecutive semesters will be terminated from UBD.</p>	

<p><b>Academic Integrity</b></p>	<p>Universiti Brunei Darussalam encourages its students and staff to pursue the highest standards of integrity in all academic activity. Academic integrity involves behaving ethically and honestly in scholarship and relies on respect for others' ideas through proper acknowledgement and referencing of publications. (This includes images).</p> <p>Lack of academic integrity, including the examples listed below, can lead to serious penalties.</p> <p>Find out more about how to reference properly and avoid plagiarism at:  <a href="http://www.ubd.edu.bn/academic/courseoutline/citation.html">http://www.ubd.edu.bn/academic/courseoutline/citation.html</a></p>
<p>Plagiarism</p>	<p>Inappropriate or inadequate acknowledgement of original work including:</p> <ul style="list-style-type: none"> <li>• Material copied word for word without any acknowledgement of its source</li> <li>• Material paraphrased without appropriate acknowledgement of its source</li> <li>• Images, designs, experimental results, computer code etc used or adapted without acknowledgement of the source.</li> </ul>
<p>Ghost writing</p>	<p>An assignment written by a third party and represented by a student as her or his own work.</p>
<p>Collusion</p>	<p>Material copied from another student's assignment with her or his knowledge.</p>
<p>Purloining</p>	<p>Material copied from another student's assignment or work without that person's knowledge.</p>
<p>Non-Discriminatory Use of Language</p>	<p>Universiti Brunei Darussalam is committed to international academic excellence and the use of discriminatory language to vilify and/or discriminate against another person is prohibited.</p> <p>Discriminatory language refers to offensive terms to gender, race, age, sexual orientation, citizenship or nationality, ethnic or language background, physical or mental ability, or political or religious views, or which stereotypes groups in an adverse manner.</p> <p>It is exceptionally important that you take note of your written work and be wary of how you describe and express your thoughts. The most common use of discriminatory language is in terms of gender and sexuality. However, this being said, the exception to the rule will allow an individual to express such language if it is engaged for the purpose of scholarly and academic justification. You are advised to check and edit your work for this.</p>

## Assessment details

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<b>Coursework Assessment:</b>	<b>100%</b>	<b>DUE</b>
Item 1. Discussion and critical evaluation of a variety of genres	20%	<b>Each Week</b>
Item 2. Professional project – Photo Essay or Series	30%	<b>Wk 11</b>
Item 3. Portfolio of work & Critical evaluation of one photographic genre	50%	<b>Wk 14</b>

**Coursework = 100% (There is NO Exam)**

### **Assessment Item 1.**

Discussion and critical evaluation of the genres of photography covered in the module (Evidence of contribution to critical discussion and analysis of class materials, your own work, as well as the work of your peers, presented on the class blog)

**Total = 20%** of this, 10% is for critically analysing your own and your peers work and another 10% is for critically analysing each week's genre.

**HINT:** "I like it" or "I don't like it" is NOT critically analysing.

### **Assessment Item 2.**

Professional project (photo essay – series of a minimum of (6) six images that work together as a series – this is separate to your portfolio) **30%**

**Due Date: Thursday 20 October – Week 11**

### **Assessment Item 3.**

Portfolio of work - portfolio of at least (5) five individual photographs you have taken of any of the (9) nine genres studied during the module

eg: 1 x architecture, 1 x abstract, 1 x portrait, 1 x Macro & 1 x Night photograph.

As well as a **1,500 word critical evaluation** (showing evidence of your research and written in your own words) of one of your chosen genres

eg: portraiture. **50%** of this, 25% is for your portfolio of photographs and another 25% is for your 1,500 word critical evaluation of one genre.

**Due Date: Thursday 10 November - Week 14**

# Module Outline

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## **LECTURES:**

Our contact class time is 2 hours per week – this will be divided as follows:  
Discussion of the previous week's uploaded photographs and any class issues

Lecture on the genre for the current week and preparation for the next week's assessment submission.

Week 1: Introduction to AC-3303

Week 2: Set up class blog and logistics

Week 3: Landscape /Scene

Week 4: Urban / Contemporary

Week 5: Architecture

Week 6: Abstract

Week 7: Close Up / Macro

## **Mid Semester Break**

Week 8: The Series / Photo Essay

Week 9: Portraiture

Week 10: Group Portraiture

Week 11: Night / low light

Assessment Item 2 is DUE - **Due Date: Thursday 20 October – Week 11**

Week 12: Action

Week 13: portfolio preparation – use this time to re-shoot, re-edit, research and re-evaluate your chosen genre – and write **DRAFTS** of your critical evaluation.

Week 14: portfolio preparation – use this time to re-shoot, re-edit, re-evaluate your chosen genres – and **WRITE** your critical evaluation.

Assessment Item 3 is DUE - **Due Date: Thursday 10 November - Week 14**



