

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: Bachelor of Education (Honours) (Visual Arts)
Programme QF Level	: 5
Course Title	: Photography and Moving Image
Course Code	: ART2199
Department	: Cultural and Creative Arts
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course Level	: 2

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- **Professional Excellence;**
- **Ethical Responsibility; &**
- **Innovation.**

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This course focuses on both the practical and theoretical study of still and moving images for visual communication. It includes the acquisition of dark room techniques and computer editing technology. The course also allows for hands-on experience of using photographic

and video capture equipment. It also covers the critical investigation within the still and moving image framework of personal and societal conventions of communication.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

CILO₁ Show the ability in applying technology skills to still and moving image.

CILO₂ Demonstrate ability in conducting visual research and work process management skills

CILO₃ Articulate project aims, requirement and work process management skills

CILO₄ Demonstrate critical and analytical judgment of personal and national identity in research and presentation on design themes in respect to social, cultural and environmental considerations.

3. Content, CILOs and Teaching & Learning Activities

CILOs	Course Content	Suggested Teaching & Learning Activities
CILO _{1,3}	Acquire the techniques of photography from darkroom technique to presentation	<p>Explain to students that they will now using pinhole camera and SLR camera to capture images about daily object.</p> <p>Using various darkroom techniques to produce photography images.</p> <p>Introduction to the basic materials and process of photography presentation.</p>
CILO _{1,3}	Acquire the techniques of video from pre-production to post-production stages	<p>Explain to students that they will now plan, shoot, and edit a one-minute movie with 25 shots about any object.</p> <p>Have students work in groups of two to four to create a storyboard based on an existing script. The storyboard should include where the camera needs to be and instructions for the actors.</p> <p>Using camera movement to create establishing shots to let viewers know where the story is taking place and how to convey action sequences and emotional or detailed scenes.</p>
CILO ₄	Meaning of visual images in contemporary society	<p>Introduce and develop an understanding of the works of the world famous photographers and film directors</p> <p>View and share the different forms of visual representation from difference communities.</p>

CILO ₃	Construction of meaning	<p>Students each generate three photography ideas by using creative development process of turning an abstract idea into well-structured still and moving image works.</p> <p>Each student group develops these ideas into a plan that includes a detailed description of the movie's production needs, schedule, and responsibilities. Three students review and approve these plans before lecturer finally approve them. The student group also engages in critical debate about style and content and to challenge established practices and ideas.</p>
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4. Assessment

CILO	Assessment Tasks	Weighting (%)
<i>CILO_{1, 2, 3}</i>	(a) Group presentation on video production A group presentation with consideration of process and cultural implications.	20
<i>CILO_{1, 2, 3, 4}</i>	(b) Video group project Students are required to submit an 8-15 minutes video footage on a self-chosen sociocultural theme, supplemented with reference materials, including cultural significance of the media content. References to readings on public culture are required.	30
<i>CILO_{1, 2, 3, 4}</i>	(c) Photography individual thematic project Thematic works should include a series of photography creation on a chosen theme.	50

5. Required Text(s)

Barthes, Roland (1981). *Camera Lucida: Reflections on Photography*. New York: Hill and Wang.

6. Recommended Readings

Barthes, Roland (1981). *Camera Lucida: Reflections on Photography*. New York: Hill and Wang.

Barrett, E. (Ed.) (1992). *Sociomedia: Multimedia, hypermedia, and the social construction of knowledge*. Cambridge, MA: The MIT Press.

Berger, John (1972). *Ways of Seeing*. London: British Broadcasting Corporation and Penguin Books.

Buckingham, D. (1993). Reading audiences: Young people and the media. Manchester: Manchester University Press.

Castells, M. (2000). The rise of the network society, the information age: Economy, society and culture Vol. I. Oxford, UK: Blackwell.

Maeda, J. (2000). *Media@Meida*. London: Thames & Hudson.

- Rush, M. (1999). *New Media in Late 20th-century Art (World of Art)*. London: Thames & Hudson.
- Schwarz, H.P. (1997). *Media-Art-History: Media Museum: Zkm - Center for Art and Media Karlsruhe*. USA New York: Prestel.
- Szarkowski, J. (1966). *The Photographer's Eye*. New York: Museum of Modern Art; Distributed by Doubleday, Garden City, N.Y.

7. Related Web Resources

- ZKM | Zentrum Für Kunst Und Medientechnologie Karlsruhe. Web. 09 Feb. 2011. <<http://www.zkm.de/>>.
- Onedotzero. Web. 09 Feb. 2011. <<http://www.onedotzero.co.uk>>.
- The Photographers' Gallery | Home. Web. 09 Feb. 2011. <<http://www.photonet.org.uk>>.

8. Related Journals

Nil

9. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students* (<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>). Students should familiarize themselves with the Policy.

10. Others

Nil

Last update: 08-06-2015