

PHOTOGRAPHIC & DIGITAL MEDIA



WHAT WILL YOU GAIN BY CHOOSING THIS SUBJECT

This exciting and bespoke course will develop and enhance student creativity and **21st skills and capabilities** using digital, graphic, photographic and video visual communication as a means of promotion to build an online presence in an **Online Portfolio** that will promote candidates to stand out in post school opportunities using photographic, digital and video skills.

CONTENT, SKILLS & CAPABILITIES YOU WILL LEARN

Making

Students learn 21st Century futures skills using hardware and software learning digital techniques in still, interactive and moving forms to build a captivating Digital Portfolio and Online Profile.

Critical and Historical Studies

Students enhance their literacy & critical thinking - studying leading practitioners in the field of photographic and digital media that create impact through their practice.

Students apply **the Big Questions** and **conceptual frameworks** to inform their understanding of the power of images in the world.

Technology Skills

Develop skills and techniques using professional digital equipment and software –Digital SLRs, Professional Lighting Studio, Adobe Creative Suite (Premiere, Photoshop, and Illustrator)

Appreciation of Current Practice

An appreciation and understanding of the artistry in visual and digital communication & contemporary practice to inform ideas and making.

UNITS OF WORK

Unit 1: Portrait Photography

Create engaging Portraits in the professional lighting studio, and creating surreal characters through mood, costuming and photographic style. Explore the best works from famous portrait competitions and be inspired.

Unit 2: Still Life & Product Photography

Explore creative compositions, studio + natural lighting conditions and editing techniques in order to capture still life photographs like a professional, combining the visual aesthetic of editorial magazine photography with innovative artistry.

Unit 3: Film & Animation

Introduction to film and editing using DSLR cameras, tripods, lighting studio and green screen. Focus on post-production editing skills in Adobe Premiere Pro to produce a Music Video or short Experimental Film. Produce exciting animations using digitally created imagery, combining different techniques ranging from stop motion to rotoscoping.

Unit 4: Invert & Subvert Architectural Landscapes

Explore the practice of environmental and architectural photography in unconventional ways, exploring the potential of post-production to create new understandings of our experience of place.

ASSESSMENT

This is a largely Practical Based Course

60% Making and 40% Critical and Historical Interpretations. There will be one theory and one practical assessment per semester.

YES!! YOU CAN CHOOSE TWO ART ELECTIVES

You may select Visual Arts AND Photographic & Digital Media.