



Teaching Guide

Identifying Data					2021/22
Subject (*)	Workshop 3: Fashion Photography	Code	710G03034		
Study programme	Grao en Xestión Industrial da Moda				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	1st four-month period	Fourth	Optional	6	
Language	SpanishGalician				
Teaching method	Face-to-face				
Prerequisites					
Department	Socioloxía e Ciencias da Comunicación				
Coordinador	Martínez Eiriz, Sabela	E-mail	sabela.eiriz1@udc.es		
Lecturers	Martínez Eiriz, Sabela	E-mail	sabela.eiriz1@udc.es		
Web					
General description	Introduction to fashion photography. Classes will be taught by Alba Sobral who works as a photographer at Bimba y Lola. This professional previously worked with other companies in the textile sector such as Carolina Herrera or Zara Home.				
Contingency plan	<p>1. Modifications to the contents No changes</p> <p>2. Methodologies *Teaching methodologies that are maintained Master session (it will be done virtually, preferably through Teams) - Interactive sessions to develop and present case studies (it will be done virtually, preferably through Teams) - Multiple choice test (it will be done virtually, preferably through Moodle)</p> <p>*Teaching methodologies that are modified No changes</p> <p>3. Mechanisms for personalized attention to students Moodle: use to consult course materials, request tutorials and follow up on case studies - Teams: sessions for individual or small group tutorials</p> <p>4. Modifications in the evaluation No changes *Evaluation observations:</p> <p>5. Modifications to the bibliography or webgraphy No changes</p>				

Study programme competences / results

Code	Study programme competences / results
A6	To know and to know how to use the necessary tools to implement, conceptualize and launch collections
A13	To know the impact of technology on the different processes of the textile industry
A18	To know the plastic and visual languages in the realm of fashion industry design, in order to understand and interpret the artistic creations of fashion garments
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study



B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
B10	Capacity to understand the social and historical-artistic dimension of fashion design and industry, as vehicle for creativity and the quest for new and effective solutions
C3	Using ICT in working contexts and lifelong learning.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.

Learning outcomes			
Learning outcomes	Study programme competences / results		
Know the work flow in the creation of a photographic or audiovisual product.	A13	B1 B3 B5 B8 B10	C8
Analyze the technical and aesthetic quality of photographic and audiovisual messages, placing them within their production context	A6 A18	B2 B4 B7 B9	C3

Contents	
Topic	Sub-topic
Fashion photography	Introduction
Photographic language.	Composition. Basic concepts of photographic technique
Optics.	Focus. Aperture, speed, sensitivity, white balance.
Lighting	Types of lights and lighting schemes
Image retouch	Retouch

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Seminar	A18 B1 B3 B4 B9 C3	10	40	50
Workshop	B5 B8 C8	11	27	38
Supervised projects	A6 A13 B2 B7 B10	21	40	61
Personalized attention		1	0	1

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Seminar	Group work technique aimed at in-depth exploration of given topic, consisting of group discussion, individual engagement, preparation of texts and collective conclusions.



Workshop	Applied learning situation incorporating a range of supervised learning and testing techniques (presentation, simulation, debate, problem solving, guided practice, etc.) with a strongly practical focus.
Supervised projects	Oral presentation (using audiovisual material and student interaction) designed to transmit knowledge and encourage learning. Presentations of this type are variously referred to as 'expository method?', 'guest lectures?' or 'keynote speeches?'. (The term 'keynote?' refers only to a type of speech delivered on special occasions, for which the lecture sets the tone or establishes the underlying theme; it is characterised by its distinctive content, structure and purpose, and relies almost exclusively on the spoken word to communicate its ideas.)

Personalized attention

Methodologies	Description
Seminar Workshop	Contará coa supervisión do docente

Assessment

Methodologies	Competencies / Results	Description	Qualification
Supervised projects	A6 A13 B2 B7 B10	Entrega de traballos fotográficos	30
Workshop	B5 B8 C8	Practical tests, execution of real and / or simulated tasks	70

Assessment comments



Second chance: The above evaluation criteria will apply to both the first and second chance, and will include Erasmus and exchange students

Advance call: will follow the same guidelines as the first chance test

Qualification of not presented: for those students who have not presented any of the compulsory practices

Students with recognition of part-time dedication and academic waiver of attendance exemption: they should contact the teacher to establish an ad hoc internship route

It is forbidden to access the classroom in which the different evaluation tests are carried out with any device that allows communication with the outside and / or information storage (telephones and other mobile devices, smartphones, etc.).

Attendance

to all workshop sessions is compulsory. Attendance to a minimum of 90% of teaching hours is required. This requisite is a necessary condition to pass the course.

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Sources of information

Basic	O docente facilitará máis información ao longo do curso Arnheim, R. (1986): El pensamiento visual. Barcelona: Paidós Ibérica. Dondis, D.A. (2008). La sintaxis de la imagen. Introducción al alfabeto visual. Barcelona: Editorial Gustavo Gili, SL. Fontcuberta, J. (2016). La furia de las imágenes: notas sobre la postfotografía. Barcelona: Galaxia Gutenberg. Gatcum Ch. (2012). Light & Shoot. 50 Fotos de Moda. Hermann Blume. Lomba M., Pratts C. y De la Renta, O. (2010): Geografía de la moda española. Madrid: T.F. Editores. Mellado, J. M. (2010). Fotografía de alta calidad. Técnica y método. CS5Artual S.L. Ediciones. Sontag, S. (2007). Sobre la fotografía. Madrid: Alfaguara. Villafañe, J. (1985): Introducción a la teoría de la imagen. Madrid: Pirámide.
Complementary	

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.