

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Fashion Design Photography Studies 3.
Name of the subject in English:	Fashion Design Photography Studies III.
Credit value of the subject:	7
The code of the subject in the electronic study system:	BN-FDESP3-07-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English, Hungarian
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 6, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	[Fashion Design Photography Studies II. (fulfillment)]

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course is aimed at planning the creative process of fashion photography, the professional and independent use of tools. It deepens the knowledge of appropriate and effective communication in the professional creative process. It helps and focuses on finding and building an individual photographic style.

SUMMARY OF THE CONTENT OF THE SUBJECT

Findig your style this semeter, its very important, because in the end of semeter you need to know the choosen magazin for your diplomawork. Studio and natural light. Shooting and editing. Understanding the differece of editorial and advertorial using this knowledge in the professional practice.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Understanding fashion, able to do any kind of style for a client or for magazines aske for.

Fashion photography is a genre of photography which is devoted to displaying clothing and other fashion items. Fashion photography has developed its own aesthetic in which the clothes and fashions are enhanced by the presence of exotic locations or accessories.

This semeter you will work by yourself a lot, to expiriance how to be a fashion

photographer. We will do the moodboards and the lightening plans together. You need to

organize the model and your team as well. The exam shooting is an editorial and an advertorial as

homeworks.

EVALUATION OF THE SUBJECT:

Tasks to be submitted by the deadline - as a percentage of the final grade:

- Class work - 50%
- Homework - 50%

Aspects of the evaluation of each task:

1. Professional, practical knowledge - 50% (technical implementation, sophistication)
2. Creative skills - 30% (individual creativity, innovative thinking, commitment)
3. Soft skills - 20% (presentation, communication, flexibility, collaboration, thoroughness)

Grades:

91-100%: significant

76-90%: good

61-75%: medium

51-65%: sufficient

0-50%: insufficient

OBLIGATORY READING LIST:

- Lindsay Adler: The Photographer's Guide to Posing: Techniques to Flatter Everyone, Rocky Nook, 2017
- Martin Harrison: Appearances Fashion Photography Since 1945, Fashion Photography: The Story in 180 Pictures, Eugénie Shinkle, 2017
- Roberto Valenzuela: Picture Perfect Lighting: An Innovative Lighting System for Photographing People, Rocky Nook, 2016