

**Danish School of Media and Journalism
VK - Photographic Communication**

**Course description
Spring semester 2023
Fashion & Visual Identity
4th Semester**

Number of ECTS Credits: 5 ECTS

Aims:

The unit will qualify the student to identify and translate visual identities based on Fashion as a communication tool through photographic narratives. The student must develop his / her understanding of visual codes which through creative methods and processes develop into a reflected and justified photographic language.

Pedagogical and didactic approaches:

The student learns to link theoretical reflection with actions in practice, as well as to reflect on and apply relevant theory and knowledge. This is done in order to be able to justify and qualify one's actions in professional practice. The learning activities are based on the following fundamental Reflective Practice-based Learning principles:

No. 1: The students' own experiences are incorporated into teaching and learning activities

No. 2: Teaching and learning activities designed to include appropriate disturbances

No. 3: Teaching and learning activities are organized as exploration

No. 4: The content of teaching and learning activities is based on the good example

No. 5: Lecturers and students work together on learning processes

No. 6: Lecturers and students create room for dialogue

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Side 1 / 3

Working methods:

Lectures, workshops, practical demonstrations, reflection, and critical review

Learning outcomes:

The students will obtain the following during the course:

Knowledge and understanding:

- fashion photography
- studies in Subcultures
- fashion in contemporary culture
- authenticity on the streets

Skills:

- take fashion photography

Competences:

- the students will be able to understand key elements about authenticity in fashion photography
- analyse images and codes within fashion and subcultures

- understand the relationship between clothes, identity and storytelling in photographic material
- understand the practise in relation to production of fashion photography on location

Literature:

Fashion as Communication, Malcolm Barnard

Fashion as photograph, viewing and reviewing Images of Fashion, Eugénie Shinkle

Preconditions for the exam:

Meeting the exam prerequisites is a requirement for the student to participate in the course exam. Examination prerequisites may include attendance, participation, group work, assignments, papers, presentations, etc. Failure to meet an examination prerequisite will result in the student failing an examination attempt.

Mandatory attendance:

Attendance is mandatory for the course. The learning system itslearning indicates the learning and teaching activities for which physical attendance is mandatory (MP).

Compulsory participation:

Participation is compulsory in group work and feedback.

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Remedial options:

In case of legal absence, remediation applies.

Substitute assignments: absences from teaching and learning activities may be replaced by one or more assignments if the teacher deems it possible. If the student's absence from teaching and learning activities is deemed excessive in relation to the content and learning objectives of the course, the course must be rescheduled.

Side 2 / 3

Exam:

Assessed by 7-point scale and internal grading.

Examination format: The course ends with an assignment in which students document their competences to independently analyze, assess, document, and solve communication problems. 15-20 minutes oral examination; voting included (5 minutes per person for group examination, 2-4 persons).

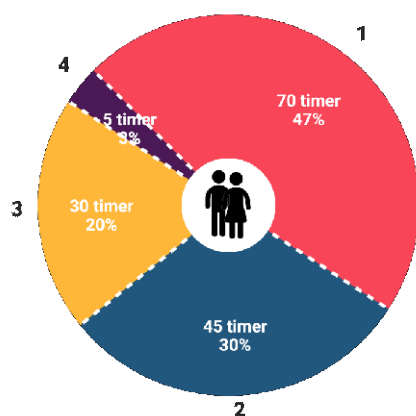
Students are assessed individually. The assessment reflects an overall evaluation of the creative solution, the professional argumentation, and the oral presentation.

Study Activity Model:

Studieaktivitetsmodellen

Fashion & Visual Identity

150 timer i alt
5 ECTS points
3 uger



Kategori 1

Undervisere har hovedansvaret for studieaktiviteterne, og studerende har et medansvar gennem forberedelse og deltagelse. Både studerende og underviser deltager.

Kategori 2

Undervisere har hovedansvaret for rammestilling af læringsaktiviteterne, og studerende har hovedansvar for aktiv deltagelse i de tilrettelagte studieaktiviteter. Kun studerende deltager.

Kategori 3

Studerende har hovedansvaret for studieaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Kun studerende deltager.

Kategori 4

Studerende har hovedansvaret for læringsaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Både studerende og underviser deltager.

Godkendt/NN - januar 2023

15.11.2023

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