

Danish School of Media and Journalism
VK - Photographic Communication
Unit description
Spring 2020

4th semester

Fashion & Visual Identity

5 ECTS

Aim

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.

Central elements of the course

- Fashion photography
- Studies in Subcultures
- Fashion in contemporary culture
- Authenticity on the streets

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

Methods

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

Literature

- Fashion as Communication, Malcolm Barnard
- Fashion as photograph, viewing and reviewing Images of Fashion, Eugénie Shinkle

Learning Outcomes

Upon successful completion of this unit the student will be able to demonstrate an understanding of fashion photography, search and planning a fashion shoot, working with casting and staged photography.

Participation/Attendance

Attendance is compulsory in all programmed classes. Participation is compulsory in exercises, hand in projects and group feedback.

Assessment

To pass the course, all assignments must have been submitted and approved and the student must have been active and met the requirements on attendance and participation.

