

Danish School of Media and Journalism
VK - Photographic Communication
Course Description
Spring 2017

4th Semester

Fashion and editorial photography

ECTS: 10

Aim

The course will qualify students to work with the commercial and staged photography in fashion and editorials, as well as to be able to communicate photographically in still and moving images on the relevant media platforms. The student will acquire elementary theoretical and practical knowledge of editorial work, and be able to receive and give a brief, acquire an insight into fashion and editorial tradition, aesthetically and practical, and be able to utilize this insight creatively in the process – and, ultimately, be able to manage the cross-functional set that lies behind the final product.

The course will end with a group assignment and an oral examination.

Central elements of the course

- Contemporary fashion photography
- Fashion
- Location
- Casting of models
- Editorial as a genre
- Editorial design and layout
- Typography
- Pre-production, production and post-production
- Target analyses
- Brand strategy
- Moving images

The students will be able to:

- work with fashion and research
- work with location, styling and storytelling
- guiding of models
- work as editors
- create their own magazine
- analyze the market and competitors
- work with touchpoint
- formulate and argue insights
- argue the selected strategy for their magazine
- create a dummy of the magazine
- create a short fashion film

Qualities

Openness, curiosity, willingness to learn and undertake research, analytical ability, collaboration, diligence, ability to plan, create relationships and structure work, and imagination and empathy.

Methods

Lectures, class instruction, workshops, group work, observation, reflection, and problem solving with visual, oral, and written presentations.

Tools

Research tools, editorial meetings, supervision, feedback, log book, mood board, brief.

Literature

Bauret, G.: "Alexey Brodovitch", p. 1-4 in Portfolio-series vol. 1, Assouline, intet årstal angivet, ISBN 2843231167

Polhemus, T., "Streetstyle", PYMCA (2010)

Learning objectives

On completion of the course, students will have an understanding of, and insight into, knowledge of the following:

- Iconic photographers in the genre and their oeuvre/contribution to its development.
- Relevant fashion theory, including the correlation and mutual benefits between fashion and photography.
- Fashion photography's history and use of divergent media platforms.
- Classic motives and poses in the genre, including fashion portraits and model direction.
- Fashion and editorial photography's use of staging of space, time and place.
- Fashion and editorial photography's use of concept and aesthetics to achieve a coherent photographic style and tone.

Have acquired abilities in:

- Fashion and editorial photography's cross-functional creative process including use of brief and mood board.
- Concept development of a magazine of choice, including definition of magazine's genre, content, style and tone, and with an outset in tried and tested insights into the target group.
- Planning and pre-production of stories in the subjects: fashion, food, home and lifestyle, and the illuminative entertaining article so that it matches the target group's needs and desires.
- Planning/pre-production of a single series, putting together a team, and detailed planning of location shoots, with models, equipment, stylist and timing.
- Production and processing/editing, selection, finishing and delivery of final product, including fundamental insight into typographical communication and rhythm in the serial structure of visual narrative.

Participation/Attendance

Attendance is compulsory in all programmed classes. Participation is compulsory in exercises, group work, group feedback and follow ups.

Examination

Group (no more than 4 students) or individual oral examination lasting 30 minutes, voting included, for individual examinations + 10 minutes per additional student for group examinations. Examination is based on the final project and graded according to the Danish 7 point scale with external censorship.

In order to participate in the examination, all prior assignments must be handed in on time and approved. The student is expected to attend all classes and other scheduled activities.

Study activity:

