

## Liverpool John Moores University

Title: STYLE AND IMAGE  
Status: Definitive  
Code: **4003FD** (109795)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
Delphine Wilson	Y

**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 60.00  
**Total Learning Hours:** 240      **Private Study:** 180

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Practical	36.000
Seminar	12.000
Workshop	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	by submission of a CD of styled experimental fashion photography accompanied by supporting studies.	100.0	

### Aims

*To allow students to style and capture fashion through experimental and creative methods of execution and technique.*

*To develop an awareness of the value of digital image manipulation to the reception and reading of fashion photography.*

*To encourage students to challenge convention and take risks when dealing with fashion image and styling and be experimental and innovative with their own digital*

*manipulation.*

*To increase the students profile by strengthening existing components of their PDP as evidenced by their portfolio-to-go.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Advance appropriate technical skills and articulate a personal aesthetic sensitivity when reacting creatively via
- 2 Conduct visual investigation and be aware of related contemporary and precedents in fashion and styled photography.
- 3 Investigate, reference and critically evaluate their work.
- 4 Co-ordinate their time and demonstrate safe and efficient use of equipment and resources.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

ARTEFACT	1	2	3	4
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## **Outline Syllabus**

*A series of workshops to provoke personal and individual interpretation and development to given tasks. Depending upon pathway specialism, students will undertake:*

*DESIGN: a run of fashion photographs styled and captured on location using the garments created in LSAFD1002*

*COMMUNICATION: a series of styled studio based fashion photographs exploiting the values of identity through attitude, composition and lighting.*

*These activities will raise photographic representational issues in respect of the style and image by encouraging students to challenge convention and take risks in their own representations.*

## **Learning Activities**

A series of workshops to promote a personal and individual interpretation by encouraging students to challenge convention and take risks when executing and manipulating fashion photography. The module takes a broad view of the practice of styling, capturing and manipulating fashion photography and affords students the potential for a lot of creative freedom.

Students exploration of their photographic activity will be supported through individual and group seminars. On-going informal feedback will be available in the weekly practical sessions.

## References

<b>Course Material</b>	Book
<b>Author</b>	Lovatt-Smith, L (varied)
<b>Publishing Year</b>	0
<b>Title</b>	Fashion Images de Mode
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Vision On Publishing Ltd
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	LaChapelle, D
<b>Publishing Year</b>	2007
<b>Title</b>	Heaven to Hell
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Taschen Books
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Dawber, M
<b>Publishing Year</b>	2005
<b>Title</b>	Pixel Surgeons
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Mitchell Beazley
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Derrick, R
<b>Publishing Year</b>	2000
<b>Title</b>	The impossible Image: Fashion Photography in the Digital Age
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Phaidon
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Van Dooren, C
<b>Publishing Year</b>	2004
<b>Title</b>	New Masters of Photoshop: Volume 2
<b>Subtitle</b>	

<b>Edition</b>	
<b>Publisher</b>	FriendsofEd
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Giordan, D
<b>Publishing Year</b>	2003
<b>Title</b>	The Art of Photoshop
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sams Publishing
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Webb, J
<b>Publishing Year</b>	2005
<b>Title</b>	Creative Vision
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	AVA Publishing
<b>ISBN</b>	

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## Notes

This module pushes against accepted norms by the encouragement of image aesthetics when confronted with the task of contemporary fashion styling and image capture and manipulation. The module will persuade students to develop their own artistic values and take risks in their own representations.

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