

# VISU 3002 PHOTOMEDIA: FASHION AND IDENTITY

**Credit Points** 10

**Legacy Code** 100941

**Coordinator** Enrico Scotece (<https://directory.westernsydney.edu.au/search/name/Enrico Scotece/>)

**Description** This subject explores issues of identity through photographic practice as used in Fashion Photography. Fashion is a universal form of self-expression, making it the communication strategy most employed to express identity based on material and non-material cultures. The role of photography in the creation of iconic and culturally referential images in both commercial and editorial work will be researched, analysed and interpreted in order to place the student's work in context. It provides students with capacity building through an advanced experience with studio lighting, digital effects for fashion based image making and experience with location and studio photography and of professional photography as it is used in fashion publications.

**School** Humanities & Comm Arts

**Discipline** Photography

**Student Contribution Band** HECS Band 2 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** DESN 2013

**Equivalent Subjects** LGYA 0822 - Fashion Style and Identity LGYA 2433 - Photomedia 2 Fabrication

## Restrictions

Students must be enrolled in program 1571 Bachelor of Design (Visual Communication), 1737 Bachelor of Design - Visual Communication (Dean♦fs Scholars) or 1843 Bachelor of Graphic Design (Pathway to Teaching Secondary). Students from other degrees must be enrolled in the Graphic Design major or sub-major in order to enrol into this subject. Specialist photography facilities with limited space, equipment and limited specialist technical support preclude students who have not completed the pre-requisite subjects from taking this subject as an elective.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply resourceful, creative methods of project development
2. Apply research methods into history, theory and practice of fashion and portraiture photography in developing image content for published forms.
3. Demonstrate proficiency in the use of high-end cameras, studio and location lighting.
4. Utilize sequencing, image editing and post production methods for image enhancement.
5. Demonstrate proficiency in art direction of images for an identified target audience

## Subject Content

- The practice of contemporary fashion photography and portraiture will be revealed through The exercises and projects.
- technical skills gained in The exercises will feed into The major Project, helping students develop A professional approach to their chosen topic.
- Visual narrative, as expressed in The multi page spread will be researched and analysed, providing contexts for final photographic and design work.
- Projects will allow students to research and develop appropriate Visual communication strategies, through A range of approaches and perspectives.
- Creative strategies for design solutions revealing aspects of Visual identity will be explored through class presentations and Discussion of work.
- Lynda.com courses: as determined

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Applied Project	2,000 words (equivalent visual work)	40	N	Individual	Y
Applied Project	3,000 words (equivalent visual work)	60	N	Individual	Y

## Prescribed Texts

- Phaidon (2013) The Fashion Book. NY Phaidon

## Teaching Periods

### Spring (2025)

#### Parramatta - Victoria Rd

#### On-site

**Subject Contact** Enrico Scotece (<https://directory.westernsydney.edu.au/search/name/Enrico Scotece/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=VISU3002\\_25-SPR\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=VISU3002_25-SPR_PS_1#subjects))