

Syllabus

Course description

Course title	Theory and Practice of the Technological Image: artistic Photography
Course code	97013 DES – 97102 Artistic photography
Scientific sector	L-ART/06 – cinema, fotografia e televisione
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2019/20
Year	1 st , 2 nd , 3 rd
Credits	5 CP for students enrolled before 2018/19 6 CP for student enrolled from 2018/19 onward
Modular	No

Teaching language	English
Total lecturing hours	30
Total hours of self-study and / or other individual educational activities	about 65 for 5 CP about 90 for 6 CP
Attendance	not compulsory but recommended
Prerequisites	none
Course page	
Maximum number of students per class	25

<p>Course description and specific educational objectives</p>	<p>he course belongs to the class “caratterizzante” in the curriculum in Design.</p> <p>Course description: How to use photography to visualize ideas. What is an idea, was it thought before and how did that look like. In this course we will find out how photography can be used, what pictures try to sell us and how to use this knowledge for your own photography. Maybe there are better ways to transport an idea - what photography can't do.</p> <p>Educational objectives: The ability to read and produce photography and put it in the right context concerning historical and social meaning. How do pictures change their meaning depending on where they appear. The difference inbetween responsibility and freedom when you are an artist. What is art and what is boring. How much of myself should or shouldn't be in a photograph</p>
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<p>Lecturer</p>	<p>Martin Fengel office F3.04, e-mail martin.fengel@unibz.it, tel. +39 0471 015285, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37189-martin-fengel</p>
<p>Teaching language</p>	<p>English</p>
<p>Office hours</p>	<p>On Thursdays from 14:00 to 18:00 and on Fridays from 9:00 to 11:00</p>
<p>List of topics covered</p>	<p>The language of photography. Contemporary photography. Independent publishing. Photography and art.</p>
<p>Teaching format</p>	<p>Workshops, exercises, analysis, talks</p>

<p>Expected learning outcomes</p>	<p>Beeing able to read and use the language of photography, how to react visually on social contexts.</p>
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<p>Assessment</p>	<p>Immanent examinations. oral exam with review questions, oral exam to test knowledge application skills, evaluation of the portfolio that is created during the semester</p>
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Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<p>The ability to understand, read and use photography, how to transport „meaning“ and use that knowledge for you own work.</p> <p>Ability to work as a photographer, creativity, skills in critical thinking, ability to summarize in own words.</p> <p>By the end of the semester, each student must present all the topics that where thought</p>
Required readings	<p>Philosophy of Andy Warhol: From A to B and Back Again</p> <p>Thomas Bernhardt: Old Masters</p> <p>John Berger: ways of seeing</p>
Supplementary readings	A bibliography will be suggested during classes.