

Syllabus

Course Description

Course Title	Photography
Course Code	97111
Course Title Additional	
Scientific-Disciplinary Sector	PEMM-01/B
Language	German
Degree Course	Bachelor in Design and Art - Major in Art
Other Degree Courses (Loaned)	
Lecturers	Dott. Jens-Andre Schwarz, Jens.Schwarz@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/54670 no title Martin Fengel, Martin.Fengel@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/37189
Teaching Assistant	
Semester	All semesters
Course Year/s	2nd and 3rd
CP	6
Teaching Hours	60
Lab Hours	0
Individual Study Hours	90
Planned Office Hours	18
Contents Summary	The course introduces students to the theory and practice of photography as a creative medium. Teaching adopts a conceptual and experimental approach with a focus on different contexts of publication and use.
Course Topics	Course held by Mr Schwarz (WS): In this course, we approach the medium from a visual storytelling perspective, thus addressing two

	of the key questions of photographic practice: What do I want to tell and what are the most suitable means to do so? Over the duration of the course, students will each develop an individual photographic project related to an overarching theme. The umbrella theme for the winter semester 26/27 is "Identity," which can be understood in a wide variety of contexts: political, social, personal, poetic, philosophical, etc. Potential presentation formats (wall display, book, screen) should be conceptually considered from the very beginning and developed accordingly. In a short presentation (approx. 10 min), students will also choose to engage with either a specific photographer's work of their own choice or a picture-research on a self-selected journalistic or media topic. In accompanying lectures, a selection of relevant historical and contemporary positions — with a focus on documentary photography — will be presented and analyzed. Usage contexts and dissemination channels will be overviewed, and media-specific discourses and topics will be critically examined in group discussions. Course held by Mr Fengel (SS): We will explore what photography can do and where its limits lie. Through a range of student-produced examples, we will examine how photography operates today and its relationship with society, comparing it with its role fifty years ago. Do we need to photograph an idea that has already been conceived, or can photography help us discover a new one? What responsibilities do we have? Why is it sometimes important to be funny—and sometimes not? The course will offer as many possible answers as it can.
Keywords	Course held by Mr Schwarz (WS): Photography as activism, photography as a commodity (the image market), interpretation & contextualization, realism vs. constructivism (truth, fact & fiction), politics of representation, ethics of seeing, digital image cultures, visual literacy, awards & festivals. Course held by Mr Fengel (SS): How do I look in a picture? Why do other people see the same thing in a different way? What is an opinion and do I have to have one? How looks that in a photograph. How

Recommended Prerequisites	Course held by Mr Schwarz (WS): No prerequisites are foreseen. However, Initial practical assignments may be completed using smartphone cameras, subject to prior agreement. However, for the project work on the semester's theme, participants should use a DSLR or DSLM camera system with interchangeable lenses (a variety of options are available at and can be borrowed from the faculty's photography workshop.). Students should be familiar with the basic technical features. For image selections and work-in-progress feedback presentations, Adobe Lightroom Classic-version (NOT the mobile/cloud-version!) should be available as the course standard, and participants should have a basic understanding of the software. Course held by Mr Fengel (SS): basic knowledge on using a camera.
Propaedeutic Courses	None
Teaching Format	Course held by Mr Schwarz (WS): Lectures, assignments, tutorials, student presentations, group discussions, project work. Fengel (SS): Course held by Mr Workshops, exercises, analysis, talks.
Mandatory Attendance	Not compulsory but recommended
Specific Educational Objectives and Learning Outcomes	Disciplinary competence Knowledge and understanding - have acquired the basic knowledge necessary to realise a project in the field of Photography; - have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in technical subjects, with a particular attention to the field of Photography. Applying knowledge and understanding - use the basic knowledge acquired in the technical fields to realise a mature project; - make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme and to develop them further.

	Transversal competence and soft skills Making judgements - Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions that are necessary to bring a project of Photography to completion. Communication skills - present an independently realised project in the field of Photography in the form of an installation, orally as well as in writing in a professional manner. Learning skills - have learned a work methodology at a professional level - in the sense of being able to identify, develop and realise solutions to complex problems by applying the acquired knowledge in the different fields, with a particular attention to the field of Photography - in order to start a professional activity and/or continue their studies with a master's degree programme; - have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations; - have acquired basic knowledge in the field of Photography as well as a study methodology suitable for continuing studies with a Master's degree programme.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	By the exam date, each student must upload full documentation of the work completed during the course to the faculty's microsite: https://designart.unibz.it/ . Course held by Mr Schwarz (WS): Assignments, student presentations, written project summary (approx. 2,000 characters), photographic project (in the chosen presentation format). The documentation is part of the exam. Multiple work-in-progress presentations during tutorial sessions in front of the class as well as in one-on-one meetings are recommended. Oral exam: Presentation and discussion of the

	project results. Course held by Mr Fengel (SS): By the exam's date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course. Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project. The portfolio to be loaded up will contain all the topics taught in the course. It will be discussed in an oral exam. ALL THE STUDENTS ATTENDING THE EXAM AS "OPT" OR AS NONATTENDING STUDENTS MUST AGREE UPON THE CONTENTS WITH THE TEACHER AT THE BEGINNING OF THE SEMESTER.
Evaluation Criteria	Course held by Mr Schwarz (WS): - Motivation & interest - Ability to perceive and make use of project development as a critical-reflective process - Ability to engage with feedback productively - Clarity and coherence of the concept - Relevance of the photographic project's content - Quality of the formal and technical execution - Originality - Degree of focus on a photographic and artistic intention and attitude - Clarity and structure of the presentations - Attendance & participation - Course communication. Course held by Mr Fengel (SS): Understanding and transforming ideas into pictures; ability to choose from different visual possibilities; presentation of the elaborated projects.
Required Readings	/
Supplementary Readings	
Further Information	The course is held in the winter semester by Jens Schwarz and in the summer semester by Martin Fengel.

Sustainable Development Goals (SDGs)	Quality education, Peace, justice and strong institutions, Responsible consumption and production, Reduced inequalities
--------------------------------------	--