

CERTIFICATE IN PHOTOGRAPHY AND DIGITAL IMAGING (PDI)

<i>Photography and Digital Imaging - PDI</i>	<i>University Certificate</i>	<i>Department of Continuing Education</i>
NFQ	<i>LEVEL 7</i>	CODE: AD096
CREDIT	<i>30 ECTS</i>	<i>6.15 - 9 pm</i>
Duration: 1 year	<i>5 modules</i>	<i>Autumn-Spring</i>
Typically, this programme takes place two evenings per week		
Programme co-ordinator: David Monahan, Tutors; Robert Ellis, Orla Fitzpatrick, studio photography; Artur Sikora, visiting lecturer.		

Programme Overview

This part-time University Certificate course offers mature students an opportunity to extend their visual vocabulary and explore the creative possibilities of photography within contemporary visual art and design practice. This programme attracts individuals with a personal and professional interest in photography i.e. those who wish to augment their skills-set and apply these to the workplace and those who aim to expand their knowledge and increase their confidence. Students with a background in art and design and related areas are welcome.

In order to achieve the programme outcomes students should have access to a personal computer or own a laptop computer. Students accessing this course are required to have already completed an introductory course in photography and be able to demonstrate an understanding of black and white photographic techniques, and printing processes. Applicants should have a basic knowledge of how an SRL and digital camera works. A good level of computer literacy (i.e. a working knowledge of PC or MAC) is essential for students attending the course. The course is offered as one of a suite of part-time accredited options within Continuing Education. Students are required to submit a practical portfolio as part of their application. Students completing the programme and achieving the learning outcomes are eligible to apply to the part-time higher diploma.

Overview of Content

The course will include instruction in: dark room skills, printing processes, camera use, studio photography, digital photography and image manipulation. Skills and knowledge in studio photography, coupled with discussion and analysis, will assist students locate contemporary practice within the historic tradition of photography. Through a seminar programme students will be encouraged to engage critically with profound changes in photographic media and to make pertinent choices in relation to how they use the

photographic medium. Students will undertake a historical and theoretical component and make use of the gallery and museum facilities in the vicinity of the college.

Course aims

- Provide an in-depth understanding of practical photographic concepts,
- Equip students with the skills they need to explore concepts and express ideas through photography,
- Develop student's knowledge of context and uses of photography within fine art, design and commercial situations,
- Introduce students to concepts and ideas informing the history of photography and visual culture,
- Enhance students awareness of digital concepts, imaging and manipulation,

Intended Programme Learning Outcomes

On successful completion of the programme students will be able to:

- Locate their work within a social, cultural and historical context,
- Evaluate key themes and concepts in visual culture,
- Summarise a range of photographic concepts,
- Document and record the progress of ideas informing their photographic practice,
- Distinguish and make relevant working choices between different photographic and digital processes,
- Produce a project proposal and present the final work for display,
- Utilise appropriate materials and techniques for photographic processes,
- Present ideas informing studio work to their peers,
- Describe how their work relates to contemporary practice.

Modules

Photographic concepts and techniques	Trimester 1	5 ECTS
Materials and Techniques	Trimester 1	5 ECTS
Critical cultures	Trimester 1	5 ECTS
Research and practice	Trimester 2	10 ECTS
Professional Practice	Trimester 2	5 ECTS

Subjects Covered

Studio Photography: Digital Imaging, Off-site and location photography, Framing a professional practice, history and theory of photography.

Course Duration

The course takes place over 25 weeks in the evening from 6.15 until 9 pm, two nights each week, (Tuesday, Thursday). The course commences in autumn and finishes in spring. Total tutor contact time is approximately 150hrs, the total learning effort for the programme amounts to 600 hours of learning. Students are required to undertake self-directed learning of approximately six hours weekly. **Class size:** Approximately 14 students in each group.

Teaching and Learning

Tutor led lectures, seminars, demonstrations as well as class-based group discussion feature. Location work and field trips are also a feature of the programme. Students will actively participate and contribute through discussion, presentation and peer reviews. Tutors will provide readings, links to websites and digital platforms and students are encouraged to prepare and make informed contributions within class. Access to the college library resources and use of tutorials to support essay writing will also feature in the teaching and learning experience.

Assessment

Students will be required to submit studio project work in photography and digital imaging, as well as a written assignment for visual culture. Assessment is formative and summative. Assessment will take place in trimester 1 and 2. Students will receive written and verbal feedback on assessment and their progress throughout the course. Students are required to submit work for the annual student exhibition and graduate digital catalogue.

G.Coakley: PDI graduate



Gerry Blake; Hennessy Portrait prize
