

	Name of the course:		APPLIED PHOTOGRAPHY MA	
Course code	Course status	Semester	Number of ECTS credits	Teaching hours
-	obligatory	1	9	2L+2E

<p>Study programs for which it is organized: Graphic Design Undergraduate studies - Faculty of Fine Arts Cetinje</p>
<p>Conditionality to other courses: No conditionality.</p>
<p>Course aims: Introducing students to the role and ways of using photography in modern visual communications. Enabling students for critical analysis of photography in contemporary culture, independent conceptualization and organization of photography production for a specific design project.</p>
<p>Learning outcomes:</p> <ul style="list-style-type: none"> - Proposes strategies for the use of photography in mass media. - Conceptualizes complex photographic work as the basis of a design project. - Coordinates complex photographic shooting with the participation of professionals of various profiles. - Independently edits photography in complex printed publications.
<p>Name and surname of teacher and assistant: <i>Professor –Lazar Pejović, Teaching assistant – Sandra Đurović</i></p>
<p>Teaching and studying methods: Lectures; exercises; oral debates; seminars, written analysis. Some segments of teaching, ie. process exercises can be organized through workshops or as a colloquium.</p>

Work plan and program:	
week	
I	Photography and consumer society
II	Creating meaning in advertising photography
III	Creating meaning in advertising photography
IV	Introduction to the semiotic interpretation of photography
V	Photo decoding
VI	Photography in brand building: an analysis of examples
VII	Defining the photographic standard of a brand or campaign
VIII	colloquium, presentation of student works
IX	Photography in design practice
X	Editorial concepts in applied photography, example analysis
XI	Editorial concepts in applied photography, project
XII	Photography in virtual representations
XIII	Contemporary photographic production, analysis of examples
XIV	Contemporary photographic production, shooting organization
XV	colloquium, presentation of student works
	<i>student project presentation</i>

Student workload:	
<u>Weekly</u>	<u>During the semester</u>
<p>9 credits x 40/30 = 8 hours</p> <p>Structure: Lectures: 2 hours Exercises: 2 hours</p> <p>Self-study activities including consultations: 5 hours</p>	<p>Lectures and final exam: 8 hours x 16 = 128 hours</p> <p>Necessary preparations before the beginning of the semester (administration, enrollment, certification) 2 x (8 hours) = 16 hours</p> <p>Total workload for the subject 6x30 = 180 hours</p> <p>Additional work for the preparation of the exams in the remedial exam period, including taking the make-up exam from 0 to 36 hours (remaining time from the first two items to the total workload for the subjects)</p> <p>Workload structure: 128 hours (Teaching) 16 hours (Preparation) 36 hours (Additional work)</p>

<p>Student responsibilities: Students are required to attend lectures and revisions, finish assignments and actively participate in the preparation of the presentation of the work at the end of the semester.</p>
<p>Consultations: According to the schedule.</p>
<p>Literature: : „DRUŠTVO SPEKTAKLA“ <i>Gi Debor</i>, 1967, „RETORIKA SLIKE“ <i>Rolan Barth</i>, „O FOTOGRAFIJI I UMETNOSTI“ <i>Valter Benjamin</i>, Krug Commerce, „SEMIOTICS- THE BASICS“ <i>Daniel Chandler</i>, Routledge, 2002, „THE PHOTOGRAPHY READER“ <i>Liz Wells</i>, Routledge, „ANOTHER WAY OF TELLING: A POSSIBLE THEORY OF PHOTOGRAPHY“ <i>John Berger, Jean Mohr</i>, Bloomsbury, „PHOTOGRAPHY: HISTORY AND THEORY“ <i>Jae Emerling</i>, Routledge, 2011, „THE ADVERTISING PHOTOGRAPHY“ <i>Josef Sudek</i>, „PHOTOGRAPHY: THE KEY CONCEPTS“ <i>David Bate</i>, Bloomsbury Academic, 2009</p>
<p>Forms of knowledge assessment and grading: 0 points - Attendance and activity in classes 40 points - Process realization of exercises 20 points - 2 Colloquia 30 points - Final exam</p> <p>A passing grade is obtained if at least 50 points are collected</p>
<p>Grades: A (90–100); B (80–90); C (70–80); D (60–70); E (50–60)</p>
<p>Teacher who prepared the data: prof Lazar Pejović, Mrg</p>