UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Photography Languages

2021-2-E2004P023

Learning area

1: Study of the means by which communication takes place.

Learning objectives

Knowledge and understanding

- Fundamental issues of history of photography
- Relationship between photography and truth
- Reading photographic images
- Reading photographic genres

Applying knowledge and understanding

- Development of reading skills image
- Development of analytical skills of the photographic text
- Development of analytical skills of the photographic text related to various professional fields

Contents

The history of photography will be discussed from its invention to the present day. A special attention will be given to photography as an expressive medium, as an instrument of storytelling, and its involvement in advertising. Each lesson includes the analysis of the photographic image in its context of production and distribution through a critical reading of some photographs, campaigns, projects, subjects and authors. The last part of the workshop will be addressed to the experimentation of the photographic medium connected to one or more themes.

Detailed program

• History of photography: an overview

• Social aspects of the genres

• Photography uses as an expressive medium

• Political and cultural meanings

• Photography as a narration of society

• Use of photography in advertising

• Photographic image analysis and production and distribution environment through the critical reading of individual images, campaigns, projects, actors, authors.

• On digital and post-photography

• Experimentation of the photographic medium in relation to one or more selected issues.

Prerequisites

None.

Teaching methods

Presentation and analysis of core themes; practical exercises; lectures by photographers.

Assessment methods

Objectives

Knowing how to face an image in a critical way; knowing how to apply the tools to read an image; knowing how to produce a photograph based on the requests.

Evaluation criteria of the examination committee

The assessment is based on practical exercises, designed in accordance with the objectives and content of learning, to be carried out in the laboratory and final written collectively discussed. They are based on the understanding of the contents, the application of the guidelines described during the workshop.

Textbooks and Reading Materials

The bibliography will be provide during the lectures.