

SM3736: IMAGE AND OBJECT: BEYOND PHOTOGRAPHY

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Image and Object: Beyond Photography

Subject Code

SM - School of Creative Media

Course Number

3736

Academic Unit

School of Creative Media (SM)

College/School

School of Creative Media (SM)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

SM1013 Introduction to Photography or GE1129 Creative Photography

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

Photo images are ubiquitous in our daily life but most of time are perceived as tangible objects occupying certain 3-dimensional space like framed family photos or huge advertising light boxes. On the other hand, their very mimetic power has drawn our attention to their “recorded” reality which surpasses their present physicality.

This course aims to explore the relationship between images and objects in the context of contemporary art. Nowadays, object, sculpture or installation art encourages most direct engagement of audience in our immediate reality. However, as a medium rather to perfectly "duplicate" than to "describe" our reality, it is photography (and its extended family) which enriches our artistic expression with its unique character of time-space. In this light, through the application of photography in these diverse mediums, we seek for expanding creative possibilities in visual communication and pushing the limits of the medium itself.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Summarize and compare different types of images and their applications		x		
2	Create photo images for generating possibilities for mixed media work			x	
3	Explore: <ul style="list-style-type: none"> · The physicality of photography and photographs; create photo-sculpture · The relationship between image and text which forms the basis of an creative work · The essence of photography in the issue of recording history and place for creation in 3-dimensional space. 		x		
4	Describe and compare different modes of 3-dimensional creativity with the use of photography in order to address the notion of time and space		x		
5	Transform basic technical competence into a unique style or personal signature			x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Slide lectures	Theories of photography and representation. Analysis of different modes of image making and presentation in physical reality.	1, 3
2	Workshop & classroom participation	Basic technique of the use and manipulation of images in a mixed media context. The addition of language, physical objects and space will be experimented for the production of new meaning.	3, 4
3	Creative projects & critique	Individual creative projects on different themes and the critique of the results.	2, 3, 4, 5
4	Reading and discussion	Individual reading report and group discussion on assigned materials on the theories.	1, 3

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class participation & attendance	3, 4	10
2	Reading report on assigned reading Icon & Index	1	10
3	Group study and discussion on Camera Lucida	1, 3	10
4	Create a photo series of a chosen subject matter in changing contexts	2, 3	15
5	Create an artwork with text & image	2, 3	15
6	Make a final project	2, 3, 4, 5	40

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

1. Case Study

Criterion

This assessment will grade on rationality, clarity and fluency of argument and comment. The threshold of 'discovery' lies in a student's ability to negotiate a position that is informed, defensible, and standing on personal insight.

Excellent (A+, A, A-)

- Rich content, excellent ability to interpret and integrate various resources
- Rigorous organization, coherent structure, systematic composition
- Precision in argument, well defined and reasoned points of view grounded in insightful interpretation of existing literature
- Readiness to respond to peer opinion and other views initiated in class discussion
- Discussion shed light on new dimensions of the issue

Good (B+, B, B-)

- Adequate content, sufficient ability to integrate various resources based on demand
- Reasonable organization with balanced structure and composition
- Clear elaboration of ideas that sticks to the point, with clearly differentiated issues, ability to interpret opinions independently
- Sufficient responses to peer comments to sustain a discussion

Fair (C+, C, C-)

- Adequate content, fair ability to integrate various resources based on demand
- Fair organization with adequate structure and composition
- Relevant points made to the subject matter in question
- Ability to respond to other statements and engage in class discussion

Marginal (D)

- Weak content, limited use of resources
- Poor organization, structure and composition
- Relevant points to the subject matter, marginal ability to interpret opinions
- Ability to respond to other comments in simple terms

Failure (F)

- Inadequate content, no/ irrelevant use of resources
- No organization, structure or/and composition
- Irrelevant points to the subject matter, no ability to interpret opinions
- Fail to respond to other comments

Assessment Task

2. Art Project

Criterion

Students should demonstrate ability to utilize primary and secondary sources, execute creative ideas and projects. The threshold of 'discovery' lies in a student's proactively turning theory into praxis, to transform course material into self-owned authorship.

Excellent (A+, A, A-)

- Work has strong affective quality and the articulation of personal styles and signature

- Excellent appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium
- Work raises questions and instill insights about the process of conception, creative strategization and production
- Innovative exploration by combining knowledge from different disciplines (e.g. mathematics, psychology, physics, anthropology, etc.) to create an inter-disciplinary project
- Efficient adjustment of plans and strategies in response to resources (time, space, equipment, etc) available with constructive adjustment

Good (B+, B, B-)

- Strong appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium
- Ability to create project/ work that demonstrate the processes of thinking and creative exploration
- Proper adjustment of plans and strategies in response to resources (time, space, equipment, etc) available and constructive feedback/ suggestions

Fair (C+, C, C-)

- Basic appreciation and/or application of the aesthetic and expressive qualities of the medium
- Limited ability to create project/ work that demonstrate the processes of thinking and creative exploration
- Adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

Marginal (D)

- Marginal appreciation of the aesthetic and expressive qualities of the medium
- Marginal ability to create project/ work that demonstrate the processes of thinking and creative exploration
- Limited adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

Failure (F)

- No appreciation of the aesthetics and expressive qualities of the medium
- Fail to create project/ work that demonstrate the processes of thinking and creative exploration
- Minimal adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

Additional Information for AR

All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

Part III Other Information

Keyword Syllabus

1. Image as sign - the mechanism of the photographic representations
2. Image as object; object as image
3. Words & spells: combination of image & text
4. Time & space: from sculpture to installation
5. History & place; reality & fiction

Reading List

Compulsory Readings

Title	
1	Roland Barthes, Camera lucida: reflections on photography. London: Vintage, 2000, c1981, part II, chapters 25-48. TR642 .B3713 2000
2	Davide Clarke, “The Icon and the Index: Modes of Invoking the Body's Presence” (revised digital version), Para/Site 1996, Hong Kong: Para/Site Art Space, 1997. http://archive.para-site.org.hk/_pre/96_txt7a.html

Additional Readings

	Title
1	Barthes, Roland, Image, Music, Text. London: Fotana/Collins, 1977. PN37 .B29 1977
2	Batchen, Geoffrey, Each Wild Idea: Writing, Photography, History. Cambridge, Mass.: MIT Press, c2001. TR185 .B32 2001
3	Berger, John, Ways of Seeing. London: BBC; Harmondsworth: Penguin, 1972. N7430.5 .W39 1972
4	Flusser, Vilém, Towards a philosophy of photography. London: Reaktion, c2000. TR183 .F5813 2000
5	Janus, Elizabeth (Ed.), Veronica' s Revenge: Contemporary Perspective on Photography. New York: Scalo, 1998. TR642 .V47 1998
6	Shore, Stephen, The Nature of Photographs. Baltimore: Johns Hopkins University Press, 1998. TR179 .S56 1998
7	Sontag, Susan, On Photography. New York: Doubleday, 1990. TR183 .S65 1990