

Course Title: **The Interpreted Image**

Course Code: **ARDN631**

Descriptor Start Date: **01/01/2023**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S: **ARDN516**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Focuses on the development of visual articulation and the advancement of skills as they relate to photographic formats and contexts, raising awareness of relationships between photographic production and a specified output. Students will further develop their technical aptitude in photographic 'making' processes in conjunction with theoretical considerations in to the semiotics of the image.

LEARNING OUTCOMES

1. Investigate and evaluate a range of photographic practice concepts, ideas and their practical application.
2. Engage with analytical and critical methods to evaluate and synthesise practice.
3. Contribute to a community of practice, founded on the principles and practices of mātauranga Māori, of manaakitanga (care), motuhaketanga (self-determination) and kōrero pono (speaking truthfully).
4. Engage and apply a range of appropriate technologies or processes for the Photographic Practice minor.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- Semiotic, post-structuralist and post-colonial theories as related to broader theoretical contexts within multimedia imagery and visual culture analysis.
- Intermediate technical analysis of lighting properties in specific relationship to the communication of multimedia imagery, with a focus on contextually specific content.
- Cultural and ethical implications of multimedia representation where kaupapa Māori principles and ideas, link intrinsically with existing cultural protocols held within te ao Māori, a Māori world-view.
- Introduction to industry standards surrounding colour formatting and technical production as relevant to practice.
- Analysis of the inherent power dynamics within representatin.

LEARNING & TEACHING STRATEGIES

The pedagogical approach will emphasise student-centred learning through a blended work environment. There will be a variable mix of individual and group meetings, workshops, seminars, tutorials, presentations, guest critics and the use of Canvas (Learning Management System).

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Portfolio	100.00	1-4

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

To gain a pass in this course, a student needs to submit work for all summative assessments and achieve a minimum overall grade of C-

LEARNING RESOURCES

A list of recommended readings will be provided.

For further information, contact: Te Ara Auaha - Faculty of Design & Creative Technologies

Principal Programme: AK3619, Te Tohu Paetahi mō te Hoahoa - Bachelor of Design

Related Programme/s: AK3352

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