

Get Cultured

There is a lot more to the study of Photography than just taking photographs. Photography is an integral part of contemporary culture and to succeed in the ever-changing world of the image in the 21st century, students must become versed with the language and the culture of the medium.

This means developing an understanding of how photography is used to communicate and express ideas, how images are produced, shared, distributed and consumed, and the ways in which Photography reflects, questions and influences our society and our culture.

You will consider all of these issues and debates throughout your degree. Make a start over the summer so that you can come prepared and ready to engage with your studies.

*“The best advice I can give is this:
Do something connected to photography every day of your life,
and you’ll be surprised what happens”*
RICHARD AVEDON

Connect with the Culture

There are dozens of organisations, publications and online learning communities devoted to the world of Photography. These are just a few that you should explore and become familiar with:

The Association of Photographers is the leading organisation representing the professional photographic industry. Commercial Photographers will find a wealth of information, insights and inspiration at:

<http://www.the-aop.org/>

The British Journal of Photography is the world’s longest-running photography magazine

<http://www.bjp-online.com/>

Dazed is the top British Magazine and online community for Art, Culture, Fashion & Music

<http://www.dazeddigital.com/>

HOTSHOE is the UK's leading contemporary photography magazine

<http://www.hotshoeinternational.com/>

ID Magazine is the UK’s essential source for Fashion, Music, Street Style and Youth Culture. It is renowned for its innovative and ground-breaking contemporary photography

https://i-d.vice.com/en_gb

The Photographers' Gallery is the largest public gallery in London dedicated to photography. Their Education section includes a number of useful resources to inform and inspire

<http://thephotographersgallery.org.uk>

The Royal Photographic Society exists to promote photography and image-making and to support photographers in realising their potential.

<http://www.rps.org/>

Read about your medium

Despite the wealth of content available online, some of the best knowledge about photography can still be found on the shelf in the library or in your local book shop. Get a head start by investing in one these key texts and doing some reading.

Author	Date	Title	Publisher
Chambers, E	2008	The Arts Good Study Guide (2nd Edition)	Open University
Fox, A	2012	Basics Creative Photography 03: Behind the Image: Research in Photography	AVA Publishing
Freeman, M	2013	Michael Freeman's Photo School Fundamentals: Exposure, Light & Lighting, Composition	Focal Press
Jade, L	2011	Fashion Photography 101: A Complete Course for the New Fashion Photographers	Ilex Press
Präkel, D	2010	The Fundamentals of Creative Photography	AVA Publishing
Scott, G	2015	The Essential Student Guide to Professional Photography	Routledge
Short, M	2011	Basics Creative Photography 02: Context and Narrative	AVA Publishing
Sturken, M	2009	Practices of Looking: An introduction to visual culture	Oxford University Press

Think about the study ahead of you

You will be asked to do a lot of thinking when you get here in September. Make a start now by considering a few important questions:

- What do you most enjoy about photography?
- Who are the photographers that most inspire you?
- What kind of photographer are you?
- What kind of photographer do you want to be?
- What are the key things that you want to learn in the first year of your degree?

Make some images

You are already a photographer, that's why you've decided to study for a degree, so don't wait until September to start. Get out and make some images over the summer. Perhaps take an image every day to build up a visual diary, or set yourself a particular project to work on.

You don't need to use a DSLR or an expensive camera, you can use a smart phone. This isn't a technical exercise, the emphasis should be observation and the cultivation of your visual and compositional skills.

At some point in your first semester, we will have a group discussion and a look at everyone's images. Use this as an opportunity to explore your ideas and express yourself.