



EST 1892

London South Bank University

London South
Bank University
School of Arts and Creative Industries

27th January - 5th June 2020





Introduction

My studies gave me a chance to fall in love with digital design, by creating visual concepts. Everything around us is art and as an aspiring designer and photographer it is important to have an open mind and see artefacts from an artistic angle in the future, and that is the reason for me to move and seek for new inspirations. I examine the human environment and their needs to create better solutions. The reason I have chosen London South Bank University is that I would love to develop a deeper understanding of photography and digital design segments and I found a lovely subject in your curriculum that would support this desire.

When I was a 12 years old girl, I visited Great Britain and from this time, I knew where I would love to live in my future. I remember how impressed and inspired I was during those couple of days. After my highschool I have decided to take up studies in Denmark and I fell in love with traveling and exploring even more than ever before. Exploring and traveling makes me happy and fulfills me, and gives me a convenience to see life from a different perspective and have a chance to push myself out of my comfort zone.

My expectations from an exchange was to get know more about the english culture, and explore if this country may be my potential next destination, for living, not only for an exchange period, but after graduating at KEA. I wanted to know the system of education. But, the most important part was the photography courses which this school offers. In my future I want to work mainly as a photographer so this opportunity gave me an amazing introduction into this area. London is very artistic city and I can really recommend to anyone who is seeking for art and love mixed cultures.

Based on my my study program in Copengahen, I had to achieve 30 ECTS for the whole semester. In my host UNI terminology I had to choose 3 modules, since each was for 10 ECTS. In the beginning I chose a combination of photography and digital design. The first week was very hectic, and I was not properly informed about my schedule, so unfortunately me and other exchange students missed some of the introduction classes, but very easy to catch later on. I changed my focus to photography only. So my modules were Fashion, Editorial and Advertising photography, Expanded Photographic Practise, Digital Image Construction.

Experiences at the host university

Fashion, Editorial and Advertising photography

Module Description

In this module we explore the use of photography in fashion, editorial and advertising contexts. Generate a project and create a portfolio of images, of a conceptual and technical quality suitable for one of these contexts. Skills appropriate for commercial uses of photography were delivered through workshops in medium format digital cameras, digital post production, and output for web and print portfolios. On completion of the project students presented a portfolio of work to a panel in the format of a portfolio review. Expected to undertake 200 study hours on this module, of which 48 were contact hours and 152 were student managed learning hours.

The aims of this module was to develop students’ awareness of the commercial use of photography in fashion, editorial and advertising photography. **To encourage students to develop ideas appropriate for commercial contexts.** To introduce students to working with medium format digital cameras and image capture software. **To develop students’ ability to present work in a professional portfolio suitable for an identified commercial context.**

Learning Outcomes

- Source and research material relevant to a project idea, clearly articulating its relevance to fashion, editorial, or advertising contexts, and the development of the project.
- Experiment with and make effective use of suitable photographic materials and processes in the development of a resolved body of work.
- Create a professional portfolio of photographic work demonstrating an awareness of and suitability for fashion, editorial or advertising contexts.
- Verbally present a professional portfolio to a portfolio review panel demonstrating the ability to describe and discuss the work and respond constructively to questions.

Important to understand how the process of editorial for magazines works...

My project:

An editorial for the magazine the gentlewoman based on a female artist, who was created on 20th. Main idea is to bring inspiration for women. In my work I am focusing on female painters, especially I have chosen to work with women who were painting self-portraits or either other women, to feel a feminen essence.

Expanded Photographic Practise

Module description:

Introduces an expanded range of imaging technologies and practices including new media, digital and non-digital networks, and innovative interactive public presentation methods. Encouraged to extend their research skills to include current and innovative methods and processes, experiment with production processes offered by new and emerging technologies, and engage with possible alternatives to or enhancements of the photographic print in their final presentation or output. Study time: 200 hours, comprising 48 hours contact time and 152 hours independent learning.

To introduce an expanded range of imaging and presentation technologies. **To introduce an expanded range of research methods including online and public field research.** To expand awareness and skills base in image production and presentation in relation to an expanded range of audiences and contexts.

Learning Outcomes:

- Demonstrate awareness and curiosity with regard to changes in photographic and media practices, technologies and contexts. (Knowledge and understanding)
- Reflect on the production and development of personal work, group activities and the work of peers in critiques, tutorials and research. (intellectual skills)
- Produce a creative and resolved body of work using an expanded range of techniques drawn from current practice in photography and new media. (practical skills)
- Engage in visual research, creative testing and development in the production of a body of work responding to changes in photographic and imaging technologies, practices and contexts. (Transferable skills)

Due to an unexpected situation, our process of project changed few time. In the beginning we had to come up with ideas and present our concept ideas and vote for the best ones and create a groups. Unfortunately, school lockdown and the protection change for individual work.

Final Idea:

“Photography is always about time: time past, time caught, time lost.” A trace is a sign of a presence no longer there, such as a footprint in the sand left long ago, yet still bearing the physical and visual trace of that person’s presence. The old people reflect the ‘trace’ through memories and time wrinkles.



School continues online, during the process we have had online meetings with the teacher, where we have been discussing the whole process and project. I got a lot of advice for inspiration. Discovered something new, due to presenting an idea, was not possible to create.

Digital Image Construction

This module develops ability with digital image capture, in the studio and on location. Making use of digital post production techniques students will develop retouching and image manipulation skills. Responding to briefs both individually and as part of a team, students will develop their ability to produce visually inventive, creative imagery for screen and print. You are expected to do 200 study hours on this module, of which 48 are contact hours and 152 are student managed learning hours.

To develop students' awareness of the creation, dissemination and use of the digitally constructed image. **To develop students ability to work with digital image capture and photographic lighting on location and in the studio.** To introduce students to retouching and image manipulation in digital post production. **To develop students ability to work as part of a team to respond to commercial and advertising briefs**

Learning Outcomes:

- Demonstrate an ability to capture professional quality digital images using photographic lighting
- Creatively apply digital post production skills in the retouching and manipulation of images
- Work constructively as part of a team in the planning and implementation of a photographic shoot

My Idea:

My highly interested in graphic design and photography, I tried to come up with an idea of combining those 2 different, but at the same time similar areas.

Combining the graphic elements with simple photos. I love aesthetics in photos without any meaning, but in this project, I have decided to focus on global problems in the world. Bring sort of campaign for some of the SDGs and nowadays overwhelming problems with COVID-19.

I delivered photographs with graphic elements, showing the exact theme for that problem. For each problem one or maybe 2 photographs. I used a semiotics theory, the relationship between a sign, an object, and a meaning. The sign represents the object, or referent, in the mind of an interpreter.

Utilized technology

Each project required multiple software applications and the final output media oftentimes required various combinations of programs. The most commonly used tool was the Adobe package, namely Adobe Photoshop which served for photographs, image resizing and corrections, content creation, etc. I personally rather use Adobe Lightroom for photo editing, if I do not need some special tools and requirements. Next, Adobe Illustrator for illustrations and drawings. All in all, I learnt more from each program and developed more of each of them. And then I got introduced to Capture One, aslo software for editing photos, developed by Phase One. As well as image editing it performs image cataloguing, raw image file processing, and tethered photography. Capture One works with raw files from many different digital cameras as well as TIFF and JPEG image files. We were using Phase One Camera in the studios. Phase One A/S is the world leader in full frame medium format photography and software solutions for professional photographers, as well as cultural heritage.

What I found and realized during my exchange was even more practical and self-learning compared to Denmark. Teachers are more for guiding and giving feedback, which are super helpful, since the feedback seasons are in very small groups, and students are playing a big role giving feedback as well.

I have learnt a lot about famous and inspirational photographers. I have seen a lot of inspirations and had open communication about it, which highly helped me in recognizing and thinking about different artworks.

School has few studios, and each semester always has at least two lectures in the studio per week, so the chance to learn how to behave and work in the studio is high. Students have an opportunity to also book those studios, if they pass a short test of ability and work on their projects. As well as all equipment is possible to rent for a couple days. I only meet nice and very helpful and friendly lectoros with much experience and interesting life skills.

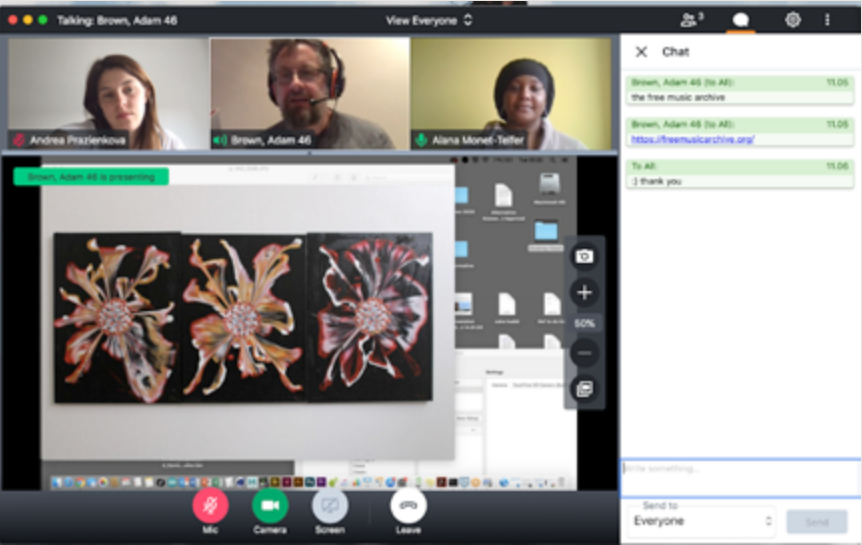
Facilities:

Highly specialised labs

Student Centre

Library and Learning Resources

Workplace experience



SOCIAL TIME

University offers a lot for the students how to spend spare time and socialize. Uni's bars were also opened during the classes. Or other specific events during the semester.

UNI Activities

https://www.lsbsu.org/activities/societies_sportsclubs/

I almost joined the cheerleader team, but then I decided to join contemporary classes out of the uni at Rambert Dance Studio. London provides many many opportunities for everyone. I found a dance studio, which has a weekend pass just for the whole day dance workshop.

In my free time I tried to spend as much time as possible working on my photography projects and exploring the city and dance.

Perfect opportunity to socialize and get new english culture was through <http://www.somewherenew.com/> - which is a website with trips and activities. I joined only 2 trips, since I did not spend enough time on my erasmus, unfortunately due to pandemic.



STONEHENGE



BATH



DOVER CASTLE



Expenses

As an exchange student school provides accommodation close by at the dorm, but of course students have to apply for this type of accommodation, on the <https://www.lsbu.ac.uk/student-life/accommodation>, where there are different options. I personally chose a single room with a sink but shared bathroom and common kitchen. Practically the cheapest is 10 minutes from school by walk, which means no other expenses on a daily traveling.

Basically **23019 DKK for 5 months**. Price similar to Copenhagen' accommodation. The traveling did not cost me that much, due to I almost walked everywhere. I took an uber to get to the airport, my leaving day which cost me 350 dkk for 18 miles.

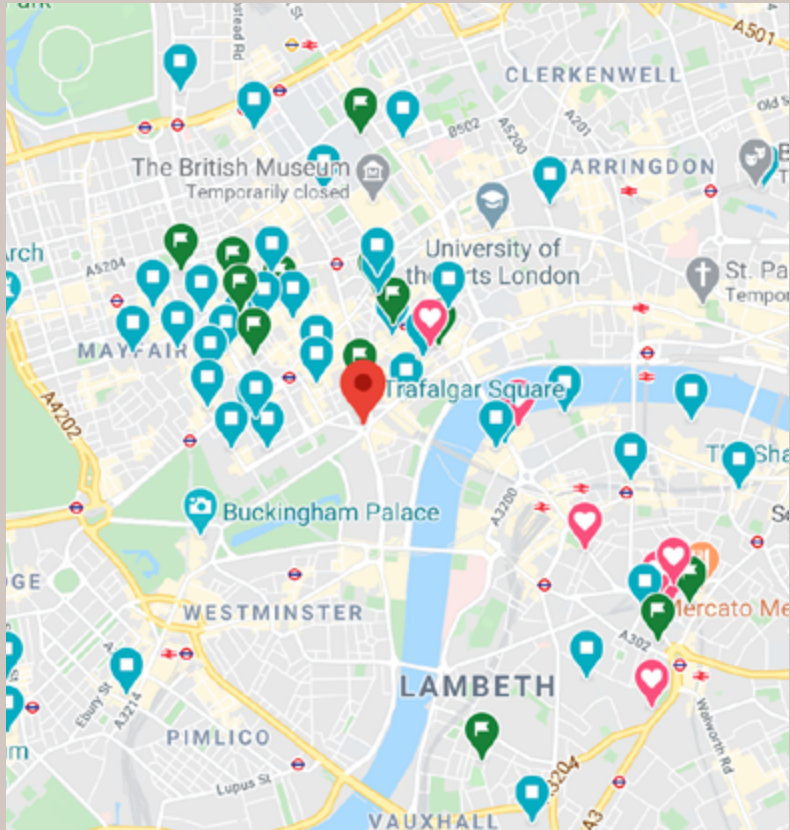
In London the groceries are affordable and cheaper compared to Copenhagen. I used to cook a lot and brought my own lunches to the uni. I used around 2200 dkk per month, restaurants and bars are not included. Vegan dinner for people in cozy, stylish restaurants around 400 dkk.

With only an erasmus grant it is definitely impossible to live in London. I spent around 3300 dkk per month without accommodation of course. Each trip cost me around £40. My dance classes cost £80 for 8 classes and the weekend pass £21.50. The erasmus grant was 370€ (2760dkk)/ 30days, clearly not enough to survive only with this amount of money.

I did not expect to not have any items to use for cooking, so I had to buy stuff for the kitchen, but luckily, some of the previous students left some pots and other things in the reception, so it was not that bad in the end. But still, I did not count on those expenses. Also such as duvet and pillow.

PARTY TIME





Recommendations

First of all, for people who are interested in galleries, London is a perfect place. There are so many different big galleries or small ones, just walking around is a perfect way to explore them and explore the city all in all. Tade museum is really worth it, most of the exoisitions are free and there is a lovely view on top of it. Greenwich park an hour away from London city center, but most favorite spot, the whole city in the palm of your hand.

I love street food. Close to my accommodation I had a Mercado Metropolitano, great for hanging out with friends or just alone. Next, Blackfriars Road Food Market, definitely the Candem town, not just for food, but the surrounding area.



Conclusion

I Enjoyed my exchange a lot and I am sorry to say, but I came back early due to pandemic and the whole lockdown situation, honestly made me cry. I met a lot of friends from different countries and with different cuture background. In London, there are definitely more diverse cultures than in Copenhagen. I can highly recommended to go and try a new coun-try. What I really enjoyed was understanding everyone also on the street after a few years living in Denmark it was a nice change. Glad to have had an opportuni-ty to work with photographers met a few recognized phorographer in London and got advice, feedback and their point of view on my work. I wish I could go there again.

