

**LABA**  
**VALENCIA**

SCHOOL OF ART  
DESIGN  
& NEW MEDIA



Student service phone:  
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Course Syllabus  
**Bachelor of Arts (Hons)**  
**Photography**  
**& video**



## **Bachelor of Arts (Hons) Photography & video**

- -Degree: Bachelor of Arts (BA Hons)
- -Credits: 360 UK credits = 180 ECTS
- -Duration: 3 years
- Timetable: Full-time
- -Language: Spanish / English
- -Modality: Face-to-face

On the **Bachelor of Arts (Hons) in Photography & Video** you will be able to develop your creative talents as a professional photographer and videographer. At the end of your studies, you will become a professional with the skills to work in a fast-growing industry. You will have the necessary knowledge of the use of photography and video in the fields of advertising, fashion, entertainment, still life, industrial photography, architecture, interiors, etc.



## Description

On the **Bachelor of Arts (Hons) in Photography and Video** you will develop your creative talents as a professional photographer and in creating and editing video, short films and advertising.

You will learn to use professional cameras and software currently on the market; to create lighting sets, to take photographs and videos in response to a brief, to produce your own high quality short films for advertising and personal use, and so on.

In addition to the technical subjects related to production and editing, video studies cover all the aspects related to the development of a good production, from the script, the narratives, the direction of photography, etc. to apply them to video art as well as to professional documentary, reportage or advertising commissions. You will learn to conceive, develop and lead creative projects and interdisciplinary work teams, to create and finance your own company and projects, creating international networks that will strengthen your position in the artistic and working world.

We offer you studies focused on maximising job opportunities and tools to access the world of work. As a fundamental part of your studies, you will develop your personal portfolio with subjects in which you will grow throughout the 3 years of the degree, connected with professionals and companies in the sector that will have direct access to your profile, thus maximising your access to job opportunities and the best internships.

Art is a fundamental part of **LABA VALENCIA** and we place special emphasis on the aesthetic and expressive aspects of photography and video as forms of artistic expression, encouraging creative experimentation at all times. An indispensable approach not only for a student, but for the continuous development of any creative professional.

The route traced through the subjects is completed with the offer of masterclasses and meetings with renowned artists and professionals, who will share their visions, their practice and professional secrets, and will introduce us to the most current trends in the different fields of photographic and video creation.

## Some of the career opportunities



As a freelancer, creating your own audiovisual production company and/or studio.

As a freelance visual artist and videomaker.

As an art director for companies, publishing houses, newspapers and the media.

In the direction of photography for cinema, theatre, and in general for the entertainment industry.

In specialised fields of photography and video, in different fields such as:

Fashion

Industrial design and architecture

Interior design

Product

Scientific and environmental communication and dissemination

Communication and creativity related to travel and tourism

Cultural goods and heritage

In publishing

In television and film

As a marketing professional, in traditional and online media.

As an audiovisual creative at festivals, concerts, events and live shows.

As a communicator and trendsetter, in online media such as Youtube or Instagram.

And many more!







## Methodology and objectives



The **LABA methodology**, with 25 years of experience and 4 campuses in Italy, has a practical and labour market-oriented approach, together with the development of artistic aspects and creative experimentation by students.

It is based on learning by doing and design thinking, combining face-to-face classes and masterclasses with artists and leading entities in the sector, as well as internships in companies and with renowned professionals.

Other aspects to highlight are:

- Small classes, around 20 students per group.
- Possibility of internships in national and international companies.
- Classes in English and Spanish.

The objective of the **BACHELOR OF ARTS (HONS) in Photography and Video** is to develop the artistic and technical capacity of students to tackle the projects demanded by our professional environment, and to promote a multidisciplinary, creative and international profile.













**Asignaturas**

# Units

## 1st year

In the 1st year you will acquire the tools and technical bases to develop your own vision and build a narrative, the techniques and methodologies that will allow you to develop and lead projects. You will learn how to use professional cameras to generate high quality images, lighting techniques and how to use the main professional software.

## Units

### 1st semester

- + Advanced Photographic Studies: Fashion Editorial and Nude
- + History of Photography\_Part I
- + Advanced Photo Retouching\_Part I
- + Visual Narratives Intermediate
- + Filming Techniques & Introduction to Video Production
- + Scriptwriting Advanced Part I
- + Principles of Graphic Design for Presentations & Portfolio

### 2nd semester

- + Commercial Photography\_Professional Project
- + Advanced Photographic Studies: Spaces & Places
- + History of Photography Part II
- + Video Production\_Part I
- + Visual Narratives Advanced
- + Scriptwriting Advanced Project
- + Advanced Video Edition - Premiere Pro
- + Advanced Photo Retouching\_Professional Project
- + Video Production\_Part II
- + Advanced Video Edition - After Effects
- + Commercial Photography Foundation

UNITS may be subject to variations due to possible updates of the curricula.



# Units

## 2nd year

In the second year, students acquire advanced knowledge of the main software and techniques, analyse trends in photography and video and learn the methodologies for developing team projects.

Specialisations are studied in depth: fashion photography, architecture, editorial, still life, portrait, product, etc. Documentary video, narratives, video art, advertising video, etc.

You will study art direction, opening the doors to one of the most sought-after professions in the audiovisual market. As part of the course you will work on a collaborative project. You will be able to enrich your training with sound design, AI, and you will prepare your portfolio, website and social networks to apply for the optional internships that you can do from the 3rd academic year onwards. etc.

## Units

### 1st semester

- + Advanced Photographic Studies: Fashion Editorial and Nude
- + History of Photography\_Part I
- + Advanced Photo Retouching\_Part I
- + Visual Narratives Intermediate
- + Filming Techniques & Introduction to Video Production
- + Scriptwriting Advanced Part I
- + Principles of Graphic Design for Presentations & Portfolio

### 2nd semester

- + Commercial Photography\_Professional Project
- + Advanced Photographic Studies: Spaces & Places
- + History of Photography Part II
- + Video Production\_Part I
- + Visual Narratives Advanced
- + Scriptwriting Advanced Project
- + Advanced Video Edition - Premiere Pro
- + Advanced Photo Retouching\_Professional Project
- + Video Production\_Part II
- + Advanced Video Edition - After Effects
- + Commercial Photography Foundation

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# Units

## 3rd year

In addition to the core of subjects that complement a solid professional training in the fields of photography and video, related to art direction and photography, both photographic and video projects, advanced post-production and AI, the course focuses on preparing the students' professional projection and professional development: voluntary internships in companies are offered, which can be carried out in this 3rd year or in a 4th year, thus allowing the student to carry them out in another region or country; the final project, which can be linked to a company or involve the planning of a photographic exhibition that culminates a personal artistic process, or a short film... Also decisive is the acquisition of the knowledge necessary for entry into the world of work, such as financing issues, the ability to manage a studio, lead teams and have a complete presence in professional online networks.

## Units

- + Independent Practice Exploration
- + Independent Research
- + Materials and Methods (Core)
  - Art Direction
  - Photography Direction
  - Visual Narratives Professional
  - Scriptwriting Advanced
  - Generative Artificial Intelligence applied to Photography
- + Professional Futures - Freelance -Financial Management
- + Professional Futures - Comunicación profesional personal
- + Independent Practice Realisation

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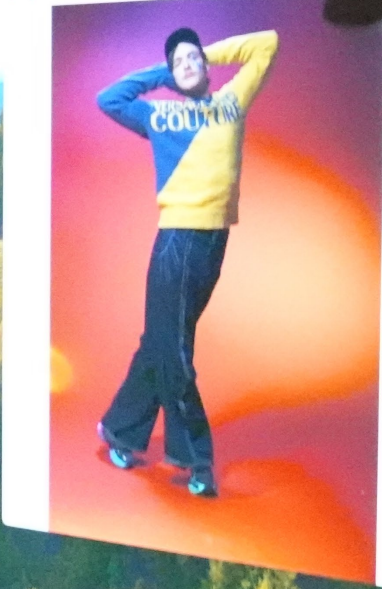
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