

**LABA**  
**VALENCIA**

SCHOOL OF ART  
DESIGN  
& NEW MEDIA

Course Syllabus  
**Bachelor of Arts (Hons)**  
**Photography**  
**& video**

Student service phone:

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## **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!

A person is seen from behind, holding a camera on a tripod. The camera's LCD screen is visible, showing a live view of the scene. In the foreground, a hand is holding a purple object, possibly a flower or a piece of fabric, near a still life arrangement. The still life includes two white cylindrical vases with flowers, a tall rectangular box, and a small bouquet of purple flowers. The background is a plain white wall. The overall scene is brightly lit, suggesting a studio environment.

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## 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.





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A photograph of three people on a beach. In the center, a man in a white t-shirt and blue jeans is adjusting a camera on a tripod. To his left, a man in a colorful patterned shirt and a black cap is holding a video camera. To the right, a woman in a brown jacket is also looking at the camera on the tripod. The background shows the ocean with waves and a clear blue sky. The text 'LABA VALENCIA' is overlaid in a white box on the right side of the image.

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**Units**

# Units

## 1st year | L4

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.

### 1st quarter

- Lighting for Photography\_Part I
- Photo Retouching – Foundation
- Photographic Practices\_Documentary
- History of Photography\_Part I
- Introduction to Photographic Technique
- Introduction to Filming Techniques
- Sound Edition & Recording
- Video Edition & Premiere Pro Foundation
- Visual Narratives Introduction

### 2nd quarter

- Photographic Practices\_Portrait & nude
- Video realisation
- Visual narratives Elementary
- Scriptwriting foundation
- History of Photography\_Part II
- Lighting for photography\_Part II
- Video Edition & Premiere Pro Project





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# Units

## 2nd year | L5

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.

### 1st quarter

- 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 quarter

- 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.



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# Units

## 3rd year | L6

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.

- Independent Practice: Exploration
- Independent Research
- Professional Futures - Freelance -Financial Management
- Professional Futures - Comunicación profesional personal
- Independent Practice: Realisation
- Materials and Methods (Core)
- **Elective modules**
  - Visual Narratives Professional
  - Scriptwriting Advanced
  - Color correction and creative retouching



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A photograph of three men in a garden setting. The man on the left is adjusting a Godox SK400II light on a stand. The man in the middle is holding a camera on a tripod. The man on the right is holding a black Elinchrom Portaflex umbrella and making a peace sign. The background is a lush garden with trees and plants.

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