



Education That Works For a Lifetime

COURSE SYLLABUS

Course Title:	Commercial Photography		Date submitted:	March 2017 (AAC: 17-20)
Department:	Visual Art and Design			
Curriculum:	Photography			
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101)		Prerequisites:	
	Course Type:		C- or better in Photography I (ART*141) And Studio Photography I (ART*243)	
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: Internship M: Seminar P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio			
	Elective Type:			
	AH: Art History E: English FA: Fine Arts G: General HI: History HU: Humanities LA: Liberal Arts FL: Foreign Language M: Math S: Science SS: Social Science			
	Credit Hours:			
	Developmental: (yes/no)			
	Contact Hours:		Corequisites:	
	Lecture:		None	
	Clinical:			
Lab:				
Studio				
Other:				
TOTAL:		Other Requirements:		
Class Maximum:		None		
Semesters Offered:				
Catalog Course Description:	An advanced photographic lighting course focusing on lighting techniques used by professional photographers in the studio and on location. Emphasis on controlled lighting conditions and visual styling techniques. Technical understanding and personal style are primary concerns in creating visual images in the photographic medium.			

<p>Topical Outline: List course content in outline format.</p>	<ol style="list-style-type: none"> 1. Object/Product Photography <ul style="list-style-type: none"> – Tabletop lighting techniques – Shooting to layout, styling, and working with an art director – Lightings specific to unique materials such as glass, chrome, etc. – Food photography – Location considerations 2. Portrait Photography <ul style="list-style-type: none"> – Individual poses – Group poses – Studio backdrops – Standard and special effect studio lighting – Scouting a location – Combining strobe and ambient lighting – Natural backdrops 3. Portfolio of photographs
<p>Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p>Upon successful completion of this course, the student will be able to do the following:</p> <p>COURSE:</p> <ol style="list-style-type: none"> 1. photograph the human form in the studio and on location using a variety of lighting techniques 2. control photographic equipment and digital workflow in a professional manner 3. complete assignments that reflect quality and craft 4. demonstrate creative solutions in studio and location photography 5. control lighting conditions for many different types of portrait and object situations 6. demonstrate photographic lighting skills as they apply to portrait and object photography 7. work within constraints of a commercial photographic assignment 8. demonstrate the ability to understand digital workflow as it applies to commercial photography 9. develop pricing strategies and understand methods of marketing commercial photography <hr/> <p>PROGRAM: <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <ol style="list-style-type: none"> 4. apply craftsmanship and professionalism in creating photographic works of art 5. reference the vocabulary of photographic terminology 8. demonstrate skills in professional photographic lighting techniques 9. develop critical thinking skills and adeptness in visual and technical problem solving independently and in collaboration with others <hr/> <p>GENERAL EDUCATION: <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <ol style="list-style-type: none"> 1. Aesthetic Dimensions - Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.

	<p>Demonstrates: Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary.</p> <p>Does Not Demonstrate: Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.</p>
<p>Evaluation: List how the above outcomes will be assessed.</p>	<p>Assessment will be based on the following criteria:</p> <p>Student's creative efforts Instructor lead class critiques of finished photographic images Knowledge of camera and light meter operations Quality of execution and presentation of projects as determined through: Class assignments of photographic image individual and group critiques Final portfolio of finished photographs</p>
<p>Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p>Required: Photography Lighting Studio. Class time will be used to photograph and access coursework. Class meets in the lighting studio or on location twice a week for one hour and forty minutes each session.</p> <p>Digital Photo lab (room 6-227) Lighting Studio (room 6-232)</p> <p>Desired: None</p>
<p>Textbook(s)</p>	<p>Refer to current academic year printout.</p>