PHOT A188: COMMERCIAL PHOTOGRAPHY

Item	Value
Curriculum Committee Approval Date	12/06/2023
Top Code	101200 - Applied Photography
Units	5 Total Units
Hours	108 Total Hours (Lecture Hours 81; Lab Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Overview of the profession of photography. Study and application of the techniques of commercial photography with emphasis on LED, strobe and available lighting; small and large products, advertising illustration, special effects image techniques, and basic business practices. PREREQUISITE: PHOT A180. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Identify current trends and techniques in commercial photography and lighting.
2. Explain the role of concept formation and target market demographics in commercial photography.
3. Create a portfolio and promotion.

Course Objectives

- 1. Demonstrate a thorough understanding of lighting equipment.
- 2. Differentiate and apply methodologies of lighting techniques and exposure.
- 3. Demonstrate a high level of technical skill in photography of small products.
- 4. Distinguish the differences between existing light, tungsten and strobe lighting.
- 5. Relate lighting techniques to subject matter and apply accordingly.
- 6. Identify important emerging commercial photography trends and technologies.
- 7. Discuss the medium of photography and its wide use in industry and business.
- 8. Create and evaluate photo images and recognize critical aesthetic values.
- 9. Identify the methodologies of current commercial photography business practices.
- 10. Discuss the role of agencies and representatives in relation to commercial photographers.
- 11. Demonstrate the ability to present final projects on the web.
- 12. Demonstrate the ability to present final projects in book form.
- 13. Create effective web and hard copy promotion.

Lecture Content

Basic LED and Available Lighting Techniques Physics of light Focus of shadow edge Narrow sources Broad sources Contrast Modifications distance to source, cutting, diffusing, kookies, feathering, reflectors Subtractive lighting Lighting logic tree Key Fill Kickers and articulating lights Small source fills and gobos Background effects Tent/omni-directional Metering, Tone Placement, and Contrast Control Small Product Image/mood conceptualization and target market demographics Table top Reflective surface (shiny metal) Glass Texture Direct, Implied, Narrative (story field) Location Image as noun Basic Electronic Flash Lighting Techniques Physics of electronic flash flash duration, color balance, power draw Handling and safety Direct, umbrella, and soft box Slaving Slow flash techniques, use of residual motion blur, and dragging the shutter Flash fill against ambient light and overpowering ambient light Multiple Exposure, Special Effects, and Painting with light Illustrative Photography images of ideas/concepts, not things Large Products Photography grouped image projects Menu/storyboarding Conceptual large products, such as hospitality industry or corporate ID pieces Location and in situ projects Narrative use of main shots, details, cut-a-ways, and models The business of Photography Estimates, invoicing and pricing Promotion Pre-production and post-production Dealing w ith agencies Representation Contracts, usage and intellectual property Presentation Web presentation Book Presentation

Lab Content

Lab Content: (54 hrs.) 1. Studio Safety Practices a. Demonstrate safe and correct way of using LED lights. b. Demonstrate safe and correct way of using all available grip equipment c. Practice safe and correct procedures with all equipment. 2. Qualities of Light a. Demonstrate how to achieve basic qualities of light; narrow source, broad source, contrast, etc. b. Practice achieving qualities of light discussed in demonstration. 3. Advanced Qualities of Light a. Demonstration of variety of advanced qualities of light including 2-3 light set ups to achieve particular contrast ratio b. Practice techniques demonstrated in studio. 4. Light and Temperature Meter reading a. Discuss need for and demonstrate use of light and color temperature meters. b. Practice techniques demonstrated in lab. 5. Electronic Strobe Light a. Discuss need for and demonstrate use of electronic flash (strobe) light. b. Discuss safety and proper handling of electronic strobe equipment. c. Practice techniques demonstrated in lab. 6. Designing still life imagery. a. Discuss and demonstrate various techniques to create a still life. b. Practice techniques demonstrated in studio. 7. Photoshop skills a. Go over techniques needed in advertising and product photography. b. Practice Photoshop techniques with regard to product retouching. c. Practice Photoshop techniques with regard to general tonal placement. 8. Digital Asset Management a. Review standard industry accepted practice to protect and manage digital assets. b. Review Lightroom and it s use in managing digital assets.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

Demonstration of various approaches to problem solving through lecture and critiques. Discussion of photographic principles and aesthetic concepts. Instructor and peer feedback through and critique of student work. Slide lecture to illustrate concepts and means. Use of film/video/DVD presentations relating to historical and contemporary ideas.

Reading Assignments

Students will spend 1 hour reading from selected handouts provided by the instructor.

Writing Assignments

Students will spend 1.5 hours per week writing responses to reading assignments, critical analysis of their photographic assignments, and project proposals.

Out-of-class Assignments

Student will spend 5 hrs. completing class photography and assignments designed to reinforce concepts introduced in lecture. Students will work independently in studio and outside of class to meet assignment requirements. Student will utilize the digital lab to complete exercises that use problem solving situations related to assignment work.

Demonstration of Critical Thinking

1. Photographic assignments2. Critiques of assignments and their presentation3. Oral defense of conceptual reasoning4. Written exams

Required Writing, Problem Solving, Skills Demonstration

Students will demonstrate critical thinking skills with the production of photographic imagery, which will communicate visually using technical skills, conceptual, and aesthetic ideas developed through the course. These ideas must be supported verbally during critiques.

Eligible Disciplines

Photographic technology/commercial photography: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Other Resources

1. Selected handout materials to be provided and distributed by instructor.