

PHOT A262: COMMERCIAL PORTFOLIO DEVELOPMENT 1

Item	Value
Curriculum Committee Approval Date	10/21/2020
Top Code	101200 - Applied Photography
Units	1 Total Units
Hours	54 Total Hours (Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Faculty directed in-depth study of a specific area of professional commercial portfolio development. Topic(s) and faculty chosen by the student. Instruction is offered at intermediate and intermediate/advanced levels. Recommended for photography majors. Counts toward '200' level elective course requirement. PREREQUISITE: PHOT A180. Lab/Arranged Lab. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate the ability to create content for a professional commercial photography portfolio that promotes photographic skills in a specific chosen area of specialty.

Course Objectives

- 1. Prepare a body of images for inclusion into a professional commercial photography portfolio for prospective employment.
- 2. Demonstrate critical thinking in editing and sequencing a professional commercial portfolio.
- 3. Demonstrate technical expertise and conceptual growth in a chosen specific area of commercial photography.
- 4. Demonstrate an understanding of the current professional commercial photography market.

Lecture Content

See Lab Content

Lab Content

1. Review of individual student's current portfolio and specific goals to be achieved. Topic(s) and projects are determined by the student, in consultation with the instructor.
2. Determination of content of the portfolio material to be studied and work to be completed during the semester to achieve individual goals, including a minimum of 5 new portfolio images.
3. Discussion of the strategies of sequencing a body of photographs.
4. Bi-weekly student/instructor meetings providing ongoing critique and advice during the semester.
5. Review and critique of progress and images by guiding instructor and at least one other member of OCC photography faculty.

Method(s) of Instruction

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

Instructional Techniques

1. Individual and small group meetings with instructor. 2. Discussion and critique of work in progress. 3. Assigned readings and research as appropriate. 4. Evaluation and critique of final project.

Reading Assignments

Assigned readings and research specific to individual's area of specialization.

Writing Assignments

Assigned writing exercises on a current working photographer and research into the professional photography industry.

Out-of-class Assignments

Students will produce and edit photographic imagery, created outside of class and in open lab, for the final portfolio project.

Demonstration of Critical Thinking

Students will demonstrate critical thinking skills with the production of photographic imagery, which will communicate visually and aesthetically.

Required Writing, Problem Solving, Skills Demonstration

Student participation, progress, and completed commercial portfolio project will serve as the basis for evaluation. Using the skills of creating a portfolio of images calls upon a design thought process about how images work together and flow.

Eligible Disciplines

Photography: Master's degree in photography, fine arts, or art OR bachelor's degree in any of the above AND master's degree in art history or humanities OR the equivalent. Master's degree required.