

PHOT A285: WEDDING AND EVENT PHOTOGRAPHY

Item	Value
Curriculum Committee Approval Date	12/08/2021
Top Code	101200 - Applied Photography
Units	3 Total Units
Hours	108 Total Hours (Lecture Hours 36; Lab Hours 72)
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

A course in professional wedding and event photography techniques, methodology and workflow. This course is designed to prepare the student for the professional industry by introducing a high technical level. PREREQUISITE: PHOT A180. ADVISORY: PHOT A188 and PHOT A225. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate the ability to achieve and deliver professional wedding and event photography as it pertains to current professional standards.
2. Recognize techniques and methodologies of wedding and event photography as they pertain to current industry standards

Course Objectives

- 1. Demonstrate advanced DSLR camera proficiency.
- 2. Apply techniques used for natural and ambient lighting.
- 3. Demonstrate on-location lighting techniques.
- 4. Demonstrate advanced Lightroom and Photoshop workflow specific to wedding and event post production processing.
- 5. Apply business practices specific to wedding and event photography.
- 6. Demonstrate the use of a business website or blog specific to wedding and event photography.

Lecture Content

1. Class Overview Grading Requirements and Expectations Syllabus Presentation of Wedding Photography Presentation of Event Photography
 2. Equipment Overview, What s in the bag Camera and Lenses Lighting Grip Equipment
 3. Natural Light Overview Various ambient light techniques Indoor natural light Outdoor natural light
 4. Speedlight Overview Getting to know your Speedlight, and shaping tools. Indoor Speedlighting Outdoor Speedlighting
 5. Event Photography Workflow Advanced Lightroom practices Working with 3rd party editing plugins
 6. Wedding Photography Workflow Advanced Lightroom practices, continued Album design and production Printing for wedding

photography
 7. Event Photography Business Practices Marketing and Self Promotion for event photography Pricing, Contracts, and job delivery Professional Associations Continuing education resources
 8. Wedding Photography Business Practices Marketing and Self Promotion for wedding photography Working with wedding planners Pricing and Contracts Job delivery options Website, blog and social media design
 9. Guest Lecture and Studio Visit Local professional wedding and event photographers come to speak to the class. Class visit to a local professional wedding and event photographer.
 10. Wedding Practice Photo Session Stage an on-location "mock" wedding Simulate and rec reate photographic scenarios allowing the entire class hands-on experience.
 11. On-Location Event Photo Session Students will be given real world opportunities to photograph local events with OCC Photo affiliates.

Lab Content

LABORATORY CONTENT (36 Hours)ARRANGED (TBA) CONTENT (36 Hours)
 The following content will be covered in a combination of scheduled and TBA lab hours:
 1- Keynote presentations and discussion of current wedding and event photography
 2- Hands on demonstration of various advanced camera and lighting equipment specific to wedding and event photography. Students will practice usage during lab
 3- Natural Light demonstration and hands on instruction
 A. Various ambient light techniques
 4- Speedlight demonstration and hands on instruction
 A. Using speed light(s) and shaping tools
 B. Indoor and outdoor speedlighting techniques
 5- Event Photography Workflow demonstration and execution
 A. Advanced Lightroom practices
 B. Practice with 3rd party editing plugins
 6- Wedding Photography Workflow demonstration and execution
 A. Advanced Lightroom practices (cont.)
 B. Albums and Print design and production
 7- Event Photography Business Practices- in lab online content creation
 A. Marketing and Self Promotion materials
 8- Wedding Photography Business Practices- in lab online content creation
 A. Marketing and Self Promotion materials
 9-Guest lecture presentations from local Professional Wedding and Event photographers and site visits to current working professionals.
 10- Mock Wedding and Event photography sessions
 A. On Location mock wedding setups- hands on photo session

Method(s) of Instruction

- Lecture (02)
- Lab (04)

Instructional Techniques

Demonstration of various approaches to wedding and event photography problem solving through lecture and critiques Instructor and peer feedback through critique of student work Digital presentations to illustrate concepts and means Introduction to working professional guest speakers On location class photo shoots Discussion and demonstration of advanced digital photographic skills and aesthetics

Reading Assignments

Approximately 1 hour reading from professional technique periodicals each week.

Writing Assignments

Students may write a report on a photographic field visit and write short responses to class assignments. Students will have written proposals for assignment work. Students will spend on average 1-2 hours per week on written assignments.

Out-of-class Assignments

Student will complete class photography and assignments designed to reinforce concepts introduced in lecture. Students will work independently on campus and on location to meet assignment requirements. Student will utilize the digital lab to complete exercises that use problem solving situations related to assignment work.

Students will spend on average 1-2 hours per week on out-of-class assignments.

Demonstration of Critical Thinking

Students will demonstrate critical thinking skills in the production of photographic assignments in class and on-location. Students will visually communicate conceptual and aesthetic concerns in response to lecture material. These ideas must be supported verbally in critiques.

Required Writing, Problem Solving, Skills Demonstration

Students will demonstrate problem solving and demonstrate skills with the production of a portfolio of photographic images for weekly class projects and a final project. These projects require that concepts and skills are applied appropriately to solve challenges.

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.

Other Resources

1. Contemporary selected readings from periodicals. 2. Selected handout material provided and distributed by the instructor.