COURSE DISCIPLINE :   PHOTO

COURSE NUMBER :   142

COURSE TITLE (FULL) :   Commercial Photography

COURSE TITLE (SHORT) :   Commercial Photography

ACADEMIC SENATE DISCIPLINE: Photography

CATALOG DESCRIPTION

PHOTO 142 includes commercial and editorial approaches in photography. The course provides guidance through editorial styles, project and theme development, and technical and design techniques used in commercial photography. In this course, projects are created to fulfill specified criteria as they would in a professional setting. The course includes professional practices for photographic work. Significant photographic works are presented and discussed to provide a context for the production and critique of photographic images.

Total Lecture Units:3.00

Total Laboratory Units: 1.00

Total Course Units: 4.00

Total Lecture Hours:54.00

Total Laboratory Hours: 54.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 108.00

Total Out-of-Class Hours: 108.00

Prerequisite: PHOTO 112 or equivalent (PHOTO 112 may be taken concurrently)

ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	PHOTO	112	Lighting II	Effectively utilize available light;	Yes
2	PHOTO	112	Lighting II	apply working principles for environmental lighting;	Yes
3	PHOTO	112	Lighting II	describe the social history and significance of photographic works;	Yes
4	PHOTO	112	Lighting II	apply lighting to enhance image;	Yes
5	PHOTO	112	Lighting II	apply exposure calculations and compensations;	Yes
6	PHOTO	112	Lighting II	apply lighting principles for basic portraiture;	Yes
7	PHOTO	112	Lighting II	apply lighting principles for table top photography;	Yes
8	PHOTO	112	Lighting II	analyze technical and lighting effects on image design.	Yes

EXIT STANDARDS

1   Outline work requirements for clients and other professionals;
2   plan a project
3   create photos for stock photography, commercial, and editorial usage;
4   use technical and compositional elements to create cohesive body of thematic photographs;
5   create a marketable portfolio.
6   develop a theme
7   create a project proposal;

STUDENT LEARNING OUTCOMES

1   create a conceptually and visually cohesive commercial or editorial final photo project;
2   create a point of view using light, color, camera features, and darkroom manipulation.

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Analysis of Professional Work • Significant historical and contemporary photographic works	8	0	8
2	Working with Clients, Art Directors, and Designers	3	0	3
3	Project Planning • Theme development • Writing a creative proposal	6	0	6

4	Stock Photography • Industry standards in stock photography • Royalties and licenses in stock photography	6	0	6
5	Commercial Themes • Connecting images to artistic project goals • Creating complete and cohesive visual imagery	5	0	5
6	Editorial Content • Creating complete and cohesive content • Using images to tell a story	5	0	5
7	Methods of Establishing a Point of View • Visual continuity • Conceptual continuity	3	0	3
8	Effective Use of Light, Color, and Composition • Creating visual consistency through light and exposure • Using color and composition to support image concepts	3	0	3
9	Sequencing and Editing Images for Cohesiveness • Using image order and juxtaposition to reinforce project themes • Identifying and utilizing visual cues in photographic sequences	3	0	3
10	Creating a Style and Defining Your Work • Balancing creative and technical goals in commercial work • Establishing and maintaining consistent stylistic choices	6	0	6
11	Developing a Marketable Portfolio • Professional portfolio presentation formats • Technical and creative expectations in a portfolio	6	0	6

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12	Image Processing and Printing • Processing images in traditional or digital workflows • Editing and evaluating images • Printing work prints and final prints • Preparing work for presentation	0	54	54
				108

OUT OF CLASS ASSIGNMENTS

1   individual projects (e.g. individual projects to create and develop photographic works);
2   preparing work for presentation (e.g. processing, editing, matting and mounting images).

METHODS OF EVALUATION

1   group and individual critiques of projects;
2   assessment of artist statement and biography;
3   assessment of work presentation.

METHODS OF INSTRUCTION

☑ Lecture

☐ Laboratory

☑ Studio

☑ Discussion

☑ Multimedia

☑ Tutorial

☐ Independent Study

☑ Collaboratory Learning

☑ Demonstration

☐ Field Activities (Trips)

☑ Guest Speakers

☑ Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
Photography	Required	Pearson	12	Print	Barbara London	9780134482026	2016