

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

PHO 8 - Commercial Photography

3 Unit(s)

Prerequisite(s): PHO 2

Recommended Prep: Reading Level IV; English Level III; Math Level II

Transfer Status: CSU

34 hours Lecture

51 hours Lab

This course introduces students to the basic aspects of commercial photography including planning, production and editing of images for a variety of applications including industrial, medical, technical, product display, architectural, portrait, food and fashion modeling. Students will also learn to use a 4x5 digital camera and studio lighting systems to produce commercial quality photographs.

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Demonstrate the safe use of photographic equipment in the studio and on location.
- B. Produce photographic images for a variety of applications including industrial, medical, product display, architectural, portrait, food and fashion modeling.
- C. Use computer software to edit and enhance photographic images for a variety of media including magazines, newspapers, brochures, television, and the internet.
- D. Write a client proposal for a photography project including photography services, location details, lighting demands, equipment requirements and personnel needs.
- E. Design a production storyboard for a photographic story/essay.
- F. Produce a selection of photographic images for a professional resume.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Introduction to Commercial Photography	1.00
2. 4x5 Studio Digital Camera	2.00
3. Product/Food Photography	3.00
4. Studio and Location Portraits	3.00
5. Industrial/Architectural Photography	2.00
6. Medical/Forensic Photography	3.00
7. Fashion/Model Photography	3.00
8. Editing Photographs for Multiple Media Platforms	2.00
9. Production Planning and Storyboard Design	3.00
10. The Photo Essay	3.00
11. Producing a Client Project Proposal	3.00
12. Photography Laws and Ethics	3.00
13. Creating a Professional Resume	3.00
Total Hours	34.00

Lab

<u>Topics</u>	<u>Hours</u>
1. Safety Issues in the Studio	1.00
2. 4x5 Studio Digital Camera and Studio Lighting Hardware	4.00
3. Lighting Setups including Lighting Ratios and Fill Flash	5.00
4. Product/Food Photography: Tabletop Techniques	5.00
5. Studio and Location Portrait Strategies	5.00
6. Industrial/Architectural Photography: Perspective Control	5.00
7. Medical/Forensic Photography: Macrophotography	5.00
8. Fashion/Model Photography	5.00
9. Editing Photographs for Multiple Media Platforms	4.00
10. Production Planning and Storyboard Design	4.00
11. The Photo Essay: Telling a Photo Story	4.00
12. Professional Portfolio Development	4.00
Total Hours	51.00

IV. **METHODS OF INSTRUCTION**

- A. Lecture
- B. Collaborative Group Work
- C. Class Activities
- D. Field Trips
- E. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- F. Discussion
- G. Demonstrations
- H. Problem-Solving Sessions
- I. Multimedia Presentations

V. **METHODS OF EVALUATION**

- A. Quizzes
- B. Portfolios
- C. Projects
- D. Homework
- E. Class participation
- F. Written Examinations
- G. Performance Examinations
- H. Mid-term and final examinations
- I. Short papers

VI. **EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
 - 1. Read the textbook chapter on table top photography. Complete the reading assessment quiz and be prepared to apply the chapter information during the photography shooting assignment.
 - 2. Read the textbook chapter on photo-essays. Write a 100-200 word critique of one of the photo-essays supplied by the instructor. Be prepared to discuss your critique in class.

B. Writing Assignments

1. Read about “Multi-Purposing Photographs” in your class text. Select five of your best studio images and in 100-200 words discuss how they could be altered to fit the needs of print, broadcast and online media outlets.
2. Read the class handout on forensic photography and apply those principles in a 100-200 word critique of one of the forensic images supplied by the instructor. Be prepared to discuss your response in class.

C. Out-of-Class Assignments

1. Plan and design a storyboard for three photography productions including details of camera placement, product or model poses, and composition.
2. Use an online job search database to identify opportunities for commercial photographers in California and the United States. Write a 300-500 word report on your findings and be prepared to discuss them in class.

VII. **RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

- A. Carr, S. The Art and Business of Photography. first Edition. Allworth Press, 2011.
- B. Jacobs, L. Professional Commercial Photography: Techniques and Images from Master Digital Photographers. first Edition. Amherst Media, 2010.

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