WEDDING & RETAIL PHOTOGRAPHY
PHO 2500

Class Hours: 3.0
Credit Hours: 3.0
Laboratory Hours: 0.0
Date Revised: Spring 02

Catalog Course Description:
A study of the methods, techniques, and business practices of contemporary wedding and retail photography. Topics include the bridal portrait, location lighting, candid photography, location portraits, special event photography, marketing, salesmanship, and working with vendors and clientele.

Entry Level Standards:
Proficiency with the 35mm camera, hand held light meter, and studio electronic flash.

Prerequisites:
PHO 1000, 1010

Corequisites:
PHO 2000, 2040

Textbook(s) and Other Reference Materials Basic to the Course:
(Supplemental handouts, study guides, and reference material to be provided)
Equipment/Materials:
35mm single lens reflex camera with light meter, adjustable aperture and shutter speeds, and a short telephoto and a moderate wide angle lenses. Hand held light meter and tripod, optional.
20-30 rolls of color negative film (Kodak Portra 160 or Fuji NPS) size depends on students personal equipment, 11x14 color enlarging paper (Kodak Portra or Ultra) or commercially made color prints, mat board and mounting tissue. Video tape and/or blank CD’s based on individual preferences.

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tr>
<td>2</td>
<td>Shooting groups. Outdoor Portraiture.</td>
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<tr>
<td>3</td>
<td>Location Portraiture.</td>
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<td>4</td>
<td>Traditional wedding</td>
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<td>5</td>
<td>“photojournalistic style wedding”</td>
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II. Course Objectives*:

A. Demonstrate proficiency with the medium format camera as used in retail photography. II.

B. Understand posing techniques and how to suit them to the individual. III. IV.

C. Understand lighting techniques and how to use them on location. IV.

D. Cite the materials used for retail photography and why they are effective. IV.

E. Discuss the professional practices relating to retail photography. V.

F. Discuss presentation techniques for retail techniques, including digital proofing. IV.

G. Create a portfolio of professional quality retail photographs. VI.

*Roman numerals after course objectives reference goals of the Photography program.

III. Instructional Processes*:

Students will:

1. Participate in classroom lectures and demonstrations of specific knowledge and skills. *Communication Outcome*

2. Participate in critiques of significant retail photographs and photographers. *Personal Development Outcome, Active Learning Strategy*

3. Participate in supervised shooting time where the instructor can give guidance while the students create photographs. *Active Learning Strategy*

4. Create a portfolio where technique, artistry and subject communicate the photographers observation to the viewer. *Problem Solving and Decision Making Outcome, Transitional Strategy*
5. Contribute to group projects to apply retail techniques in the field. *Problem Solving and Decision Making Outcome*

6. Participate in classroom critiques and discussion of student work. *Active Learning Strategy, Personal Development Outcome*

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

**IV. Expectations for Student Performance***:

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

1. Use a medium format camera on location. A.

2. Select appropriate lighting for a variety location situations. D.

3. Select poses for a variety of subjects. B.

4. Demonstrate knowledge of marketing, workflow, and presentation techniques. E.

5. Select materials and oversee photofinishing and matting services as they relate to retail photography E.

6. Create a pricing schedule and releases for portrait photography. F.

7. Present a portfolio of a variety of subjects. A. B. C. D. E. G.

*Letters after performance expectations reference the course objectives listed above.

**V. Evaluation**:

A. Testing Procedures: 30% of grade

   The instructor will provide specific information via the syllabus supplement no later than the first week of class.

B. Laboratory Expectations:

   N/A

C. Field Work: 70% of grade

   A portfolio of 12 images matted and mounted no smaller than 11x14 will be graded on technique, aesthetic quality, and subject selection.

D. Other Evaluation Methods:

   Students will be evaluated on attendance and participation and may lose as much as 10% off their final grade.

**VI. Policies**:

A. Attendance Policy:

   Pellissippi State Technical Community College expects students to attend all scheduled
instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog). Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

PHO Class Attendance Policy:
Students must attend 85% percent of the scheduled class meetings to get credit for the course.

B. Other Policies:

Late assignments will lose 10% for each class session they are late.