COMMERCIAL PHOTOGRAPHY
PHO 2680

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

Catalog Course Description:
An advanced study in solving studio and location problems faced by the commercial photographer in shooting products and models. Emphasis is on the use of medium and large format cameras, professional lighting equipment, props, and setting to fulfill practical assignments.

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:
Photographers Studio Manual, Michael Freeman (Supplemental handouts, study guides, and reference material to be provided)

Equipment/Materials:
Large format camera, medium format camera, or 35mm single lens reflex camera with manually adjustable focus, aperture, shutter speeds including B or T, and a P.C. contact with x sync. Hand held light meter, wide angle lens, normal lens, telephoto lens are recommended. 10-20 rolls of 35mm or 120 and ten sheets of color transparency film. Slide storage pages, pocket folder, and black transvue presentation mattes.

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tr>
<td>1</td>
<td>Introduction. Equipment and Studio policies.</td>
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<tr>
<td>3</td>
<td>Lighting and Lighting Equipment.</td>
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<td>4</td>
<td>Color Theory. Film Selection.</td>
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<td>5</td>
<td>Photographing Opaque Objects. Guided Studio Time.</td>
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Photographing Translucent Objects. Guided Studio Time.

Photographing Shiny Objects. Guided Studio Time.

View Camera Demonstration

Guided Studio Time

Guided Studio Time

Location Field Trip

Guided Studio Time

Guided Studio Time

Guided Studio Time

Guided Studio Time

Portfolio Due

FINAL and Critique

II. Course Objectives*:

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

B. Demonstrate proficiency with the view camera as used in commercial photography. II.

C. Demonstrate proficiency with the studio electronic flash, tungsten lights, and flash, incident, and reflective light meters as used in commercial photography. II

D. Understand lighting techniques for opaque, translucent, and reflective objects. II

E. Demonstrate the ability to photograph architecture. I. II. IV.

F. Demonstrate the ability to photograph a wide variety of commercial still-lifes in a studio setting. I. II. IV.

G. Demonstrate and advanced understanding of lighting and color correction. II. IV

H. Understand the accepted business practices and standards of commercial photography. V.

I. Create a portfolio of commercial photography. I. III. VI.

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

III. Instructional Processes*:

Students will:

1. Acquire specific photography-related knowledge and skills through classroom lectures and demonstrations. Communication Outcome, Personal Development Outcome

2. Participate in critique of published commercial photographs. Personal Development Outcome
3. Attend and participate in supervised studio 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. Participate in classroom critiques and discussion of student work. *Active Learning Strategy*

*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. Shoot a commercial photographic assignment with a medium format camera. B
2. Shoot a commercial photographic assignment with a view camera. B
3. Select appropriate lighting for a variety of subject types. C. D.
4. Specify equipment and materials for a variety of subjects. A. B. C.
5. Create photographs of a building both interior and exterior. E. G.
6. Create studio still-lifes of a variety of subject types. A. B. C. D. E. F.
7. Specify pricing, usage, and the necessary releases for commercial photography. H.
8. Present a portfolio of typical commercial assignments. A. B. C. D. E. F. 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

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

D. Other Evaluation Methods:

N/A

**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.