COMMERCIAL PHOTOGRAPHY
PHO 2200

Class Hours: 3.0                      Credit Hours: 3.0
Laboratory Hours: 0.0               Revised: Fall 08

NOTE: This course is not designed for transfer credit.

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 digital single lens reflex 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 and 1100

Corequisites:

PHO 2060 and MDT 2100

Textbook(s) and Other Course Materials:

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:

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<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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<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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<tr>
<td>5</td>
<td>Photographing Opaque Objects.  Guided Studio Time.</td>
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<tr>
<td>6</td>
<td>Photographing Translucent Objects.  Guided Studio Time.</td>
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Photographing Shiny Objects. Guided Studio Time.

View Camera Demonstration

Guided Studio Time

Guided Studio Time

Location Field Trip

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 photographer’s 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:

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

**VI. Policies:**

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Learning, may have requirements that are more stringent. In very specific circumstances, an
appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Learning.

B. Academic and Classroom Misconduct:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices: Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments. In addition to other possible disciplinary sanctions that may be imposed as a result of academic misconduct, the instructor has the authority to assign either (1) an F or zero for the assignment or (2) an F for the course.

C. Accommodations for disabilities:

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127 or 131 or by phone: 694-6751(Voice/TTY) or 539-7153.