

PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS

**WEDDING & RETAIL PHOTOGRAPHY  
PHO 2500**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Lab Hours: 0.0**

**Revised: Spring 2011**

NOTE: This course is not designed for transfer credit.

**Catalog Course Description:**

A study of the methods, techniques, and business practices of contemporary wedding and event photography. Topics include the bridal portrait, location lighting, candid photography, location portraits, special event photography, marketing, salesmanship, and working with vendors and clientele. Students should be proficient in portraiture, photojournalism and on-camera flash use.

**Entry Level Standards:**

Proficiency with Digital SLR camera, hand held light meter, and studio electronic flash.

**Prerequisites:**

PHO 2300 and 2400

**Corequisites:**

NONE

**Textbook(s) and Other Course Materials:**

**Text:** *Digital Wedding Photography: Capturing Beautiful Memories*, Glen Johnson. Wiley Publishing, Inc. 2006

**Equipment:** Single lens reflex digital camera with a short telephoto and moderate wide-angle lens.

Flash memory cards sufficient to record 600-800 full resolution images (about 4-6 GB total).

Presentation album for 8.5"x11" prints.

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Course overview Styles of Photography & Client Expectations
2	Event Coverage- Capturing Moments
3	Preparation
4	Event Coverage- Lighting & Flash Issues

- 5 Contracts & finances
- 6 Interior Portrait Setup
- 7 Marketing
- 8 Exterior Portrait Setup
- 9 Delivery
- 10 Web Posting & Theory
- 11 Pre-wedding/Engagement portraits
- 12 Spring Fling/Reception coverage
- 13 Post-event production
- 14 Albums & Enlargement retouching
- 15 **PORTFOLIO PRESENTATIONS**

## **II. Course Goals\*:**

The course will:

- A. Enable students to demonstrate proficiency with the digital SLR camera as used in retail photography. II.
- B. Enable students to understand posing techniques and how to suit them to the individual. III. IV.
- C. Facilitate student understanding of lighting techniques and how to use them on location. IV.
- D. Explain the materials used for retail photography and why they are effective. IV.
- E. Enable the student the professional practices relating to retail photography. V.
- F. Instruct presentation techniques for retail techniques, including digital proofing. IV.
- G. Enable students to create a portfolio of professional quality retail photographs. VI.

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

## **III. Expected Student Learning Outcomes\*:**

The student will be able to:

- 1. Use a digital SLR camera on location. A, D
- 2. Select appropriate lighting for a variety of location situations. C, D
- 3. Select poses for a variety of subjects. B.
- 4. Demonstrate knowledge of marketing, post-production and presentation techniques. E, F, G

5. Select materials & oversee proofing or distribution services as they relate to photography. D, E
6. Create a pricing schedule and releases for portrait photography. E, F
7. Present a portfolio of a variety of subjects. A. B. C. D. E. G.

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

#### **IV. Evaluation:**

##### A. Testing Procedures:

N/A

##### B. Laboratory Expectations:

N/A

##### C. Field Work: 60% of grade

Assignments will be given relating to various topics in the field.

##### D. Other Evaluation Methods: 40% of grade

A portfolio of 24 images in a bound 8x10 wedding album will be graded on technique, aesthetic quality & subject selection. Students will be evaluated on attendance & participation & may lose up to 10% off their final grade.

#### **V. 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 Academic Affairs, 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 Academic Affairs.

##### 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.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.

- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his 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, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

Late assignments will be marked down two letter grades for each week that they are late.

There is a big difference between getting inspiration from or being influenced by others and stealing their intellectual property. Look at the work of other artists or media professionals for inspiration & reference, but create your own.

Use of cell phones, text messaging and unauthorized Internet use is prohibited during class. Phones should be turned off or silenced. Violation of this policy may result in ejection from the class and being marked absent. If special circumstances such as emergencies require access to these forms of electronic communication, student must seek prior authorization from the instructor.