This is a commercially oriented course with assignments covering such topics as: food, fashion and products photographed with artificial light in the studio or on location. Business practices in commercial and editorial photography will be discussed. Students are expected to become visually and technically competent with artificial light sources, appropriate exposure and filtration concepts.

Critiques, Papers, Exam

A. 25 points:

1. First Submission: Wednesday, October 18.
   4 images: Flash-fill portrait and Product Assignments.
   Submit mounted slides, or digital files on CD, NO PRINTS.

2. Critique: meet Wednesday, October 25.
   Submit typed Photo 111/148 collaborative project proposal, with thumbnails.
   Check spelling and grammar.
   To receive credit, both student and work must be on time. Attendance is required at all critique sessions. Multiple meetings may be necessary to look at all class members' work.

B. 50 points:

Second Submission: Monday, November 20
1. 5 images: Food and Architecture Assignments.
   Submit mounted slides, digital files on CD, or mounted prints.
2. Separate CD of digital cereal files for Photo 111 partner.

3. Critique: meet Wednesday, November 29
   To receive credit, student and work must be on time.
   Attendance is required at all critique sessions.

C. 50 points:

Wednesday, November 29    Submit written assignment: Business practices / job estimate.
For each day late, 5 points will be deducted from the paper's score.

D. 100 points:

Midterm Test, Monday, December 4    Bring 4521 NCS score sheet.

E. 100 points:

Final Portfolio due Friday, December 15, before noon.
PRINTS only for final submission.
1 print: 111/148 collaborative project. Text + image.
9 prints from three assignments: Fashion, plus two other assignments listed on page 3. (If individually assigned, one must be an architecture reshoot.) Open choice submissions may duplicate assignment categories previously shown, but must not be images from previously submitted shooting sessions. For each day late, the portfolio grade will be docked 10 points.

The following factors are of primary importance in grading the photographs:

a. Overall presentation, technical quality, visual organization of the individual images, the clarity of the visual message, adherence to assignment guidelines and the imagination or emotional impact of the photographs.

b. Camera format, lenses selected and appropriateness of materials to the assignment will also be considered.

c. This is a commercial photography class.
   Submitted images should be designed to communicate the appeal of the subject and to fill the clients' needs.

d. Final prints need not be dry mounted, but the portfolio should be attractively presented and functional.

Grading scale based on total points received for all course requirements:
A  90 - 100%,  B  80 - 89%,  C  70 - 79%,  D  60 - 69%,  F below 60%
F. Lecture attendance: Regular on-time attendance of lectures and demonstrations, as well as prompt observance of work submission deadlines, will be considered in grading. **Missing more than three lectures will result in a student being dropped one letter grade for the course.**

G. Shooting. Many assignments for this class may be completed on location. However students must shoot a minimum of 5 times in the classroom / studio.

Administrative
**Last day to drop:** October 13th Last day to drop, with department-approved petition (after this date the Dean's approval is required). Limited to students with serious and compelling reasons.

**Makeup exams** require a serious and compelling reason. Requests for a makeup test must be made on or before the test date.

**Disability Accommodations.** If you require accommodation or assistance with assignments, tests, attendance, etc. please notify the instructor by the beginning of the 3rd week of the semester so that arrangements can be made.

**Incomplete grades** are discouraged since there is no lab or studio space available for students not registered in a photography class during a given semester.

**Business Practices**
In addition to lectures covering the assignment topics, the following areas will be discussed:
1. Business practices in editorial and commercial work, ethical and legal issues of advertising.
2. Copyright law
3. Releases
4. Pricing
5. Stock photography

**Suggested Reading**

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<tr>
<th>Title</th>
<th>Author</th>
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<tr>
<td>Basic Studio Lighting Guide</td>
<td>Tony L. Corbell</td>
<td>Watson-Guptill Publications</td>
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<td>Business and Legal Forms for Photographers</td>
<td>Tad Crawford</td>
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<td>Conceptual Still Life Photography</td>
<td>Holger Laufenberg</td>
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<td>Large Format Photography</td>
<td>Steve Simmons</td>
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<td>Photographing Buildings Inside and Out</td>
<td>Norman McGrath</td>
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<td>Professional Business Practices</td>
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| Suggested Reading                              |                   |                                |
| Periodicals:                                   |                   |                                |
| New York Photo District News, Communication Arts |                   |                                |
Assignments

A. Materials: Assignments should be completed using the material / mode (color or black and white) that will most enhance the features of the subject selected.

B. Lighting: All assignments must be completed using artificial light in the studio or on location. Either hot lights, existing fixtures and/or electronic flash maybe utilized.

C. Because this is a commercial photography class, submissions should be designed to communicate the appeal of the subject, fill a client's needs and be suitable and appropriate for use in mainstream publications.

1. Portrait - must be a person or people.
   - A portrait must reveal something about the person's, feelings, interests, nature, personality or experiences.
   - The photographs may include one or more adults or children.

2. Product
   - Examples: appliances, jewelry, watches, dishes, toys, sporting goods, tools, musical instruments, makeup.
   - You are required to use a background other than a plain solid color surface, i.e. not seamless paper. Create a background with textures or a pattern that compliments or contrasts with the product.

3. Service or Social Service
   - Service examples: entertainer, plumber, graphic designer, photographer, etc.
   - Social Service examples: Red Cross, Heart Association, Loaves and Fishes, Salvation Army etc.

4. Food
   - May be anything that is consumed -- food or beverage.
   - Photographs should create an appetite.
   - Light softly; avoid deep shadows or high contrast images.
   - Emphasize texture and color of food.
   - Flaws in food ruin the image. Bring 5-10 times the amount of food required for the image in order to have the best examples of the item you have selected.
   - Remember supporting props: dishes, napkins, dishes etc.

5. Fashion
   - Examples: shoes, shirt, dresses, coats etc. -- NOT jewelry or watches.
   - May be shot with or without model (adult or child).
   - If you do not use a live model, in at least 1 image you are required to use a background other than a plain solid color surface, i.e. not seamless paper. Create a background with textures or a pattern that compliments or contrasts with the fashion item.
   - Emphasize clothes rather than model.
   - Try using exaggerated movement to enhance clothing.

3. Service or Social Service
   - Service examples: entertainer, plumber, graphic designer, photographer, etc.
   - Social Service examples: Red Cross, Heart Association, Loaves and Fishes, Salvation Army etc.

6. Multiple Image
   - An image created from one or more photographs.
   - This image made be completed using Photoshop techniques or in the camera.
   - This image must fulfill one of the assignment categories -- portrait, service, product, etc.

7. Architecture
   - May be an interior or exterior elevation, residential or commercial building.
   - The purpose of this assignment is to emphasize the broad view, with concentration on space and perspective. Do not submit views of architectural details.
   - Select a building that is aesthetically pleasing.
   - Building must be well lit; use existing light fixtures or supplemental lighting with flash or hot lights.
   - Use a tripod and be sure that camera is level, not tilted back or forward.
   - Consider Kelvin temperature when selecting film, filtering or setting white balance.
# Course Schedule

This schedule is subject to alteration. Changes will be announced in lecture.

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**Thursday November 16** Submit 3 Mounted Prints for Photography Holiday Exhibition

2nd/Submission | Monday | November 20 | Stock discussion/ Multiple Image Work due for 2nd critique + separate cereal CD

Studio | Wednesday | November 22 | Shoot

**November 23-24** Thanksgiving

Lecture | Monday | November 27 | Service / Social Service
Critique | Wednesday | November 29 | Critique Written Assignment Due Assign. Due

**TEST** | Monday | December 4 | Test
Studio | Wednesday | December 6 | Shoot
Cereal CDs available for pick-up in photo lab.

Studio | Monday | December 11 | Shoot
Studio | Wednesday | December 13 | Shoot

**Final Submission** | Noon, Friday | December 15 |