Critiques, Papers, Exam

A. 50 points:
1. **First Submission: Thursday October 7th. Work due at beginning of class.**
   6 images: Flash-fill portrait and Product Assignments.
   Submit digital files on CD, NO PRINTS.
2. **Critique Thursday October 14th & Tuesday, October 19**
   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:
1. **Second Submission: Tuesday November 16th. Work due at beginning of class.**
   6 images: Food, Architecture and possible reshoot from 1st submission.
   (Re-shoots are individually assigned.)
   Submit digital files on CD, NO PRINTS.
2. **Critique: meet Thursday, November 18th & Tuesday November 23rd**
   To receive credit, student and work must be on time. Attendance is required at all critique sessions. Multiple meetings will be necessary to look at all class members’ work.

C. 50 points:
**Written assignment: Thursday, November 18th**
Business practices / job estimate.
For each day late, 5 points will be deducted from the paper’s score.

D. 10 points: **November 23 & 30, December 2nd**
Editing consultation. Bring 30 -100 digital files on a jump drive or laptop to a meeting in Mariposa 5007.
These should be images not previously submitted, that you are considering for submission in your final portfolio. Individual appointments will be assigned in class.

E. 100 points: **Exam, Tuesday November 30th** Bring 4521 NCS score sheet.

F. 100 points:
**Final Portfolio due Thursday, December 10, before noon.**
PRINTS only for final submission. Specific guidelines will be supplied, for final portfolio presentation.
For each day late, the portfolio grade will be docked 10 points.

10 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

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. This is a commercial photography class. Submitted images should be designed to communicate the appeal of the subject and to fill the clients’ needs.
Grading scale for the course is based on total points received for all course requirements:
A 90 - 100%, B 80 - 89%, C 70 - 79%, D 60 - 69%, F below 60%

G. 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.

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

I. 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. Model & property releases
4. Pricing
5. Stock photography

Administrative
Last day to drop: October 7th: Last day to drop, with department-approved petition (after this date, the Dean of the College of Arts and Letters approval is required). Limited to students with serious and compelling reasons.

Makeup exams will not be given except for serious and compelling emergencies. Written verification from an appropriate source is required. Students must contact the instructor at the time of the emergency. Make-up exams, if approved, must be scheduled at the Testing Center, in Lassen Hall.

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 studio space available for students not registered in the studio class during a given semester.

Suggested Reading
Light Science and Magic Hunter & Fuqua Focal Press
Basic Studio Lighting Guide Tony L. Corbell Watson-Guptill Publications
Business and Legal Forms for Photographers Tad Crawford Alworth Press
Conceptual Still Life Photography Holger Laufenberg Circle 11
Large Format Photography Steve Simmons Amphoto
Pro Lighting Hicks & Schultz Quatro Publishing
Photographing Buildings Inside and Out Norman McGrath Whitney Museum
Professional Business Practices American Society of Media Photographers

Periodicals:
New York Photo District News
Communication Arts
Assignments

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

B. Submissions should communicate the appeal of the subject, fill a client's needs and be suitable and appropriate for use in mainstream web or print publications.

1. Location Portrait - flash-fill / daylight. 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 etc.
   - You are required to use at least 1 background other than a plain solid color surface.
   - 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, PETA, Salvation Army etc.

4. Food
   - May be anything that is consumed -- food or beverage.
   - At least one of the food shots must contain a glass surface (glass bowl, drinking glass, bottle or other container.)
   - 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-looking examples of the food you will be photographing.
   - Remember supporting props & preparation devices such as: knives, mister, dishes, place mats, napkins, etc.

5. Fashion -- Studio or flash-fill on location.
   - 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 the model.
   - Use exaggerated movement to enhance clothing.

6. Multiple Image
   - An image created from one or more photographs.
   - This image must fulfill one of the assignment categories -- portrait, service, product, etc.

7. Architecture -- interior of a residential or commercial space.
   - Must be a color image.
   - Interior must be during day, with artificial light supplementing daylight.
   - The purpose of this assignment is to emphasize the broad view, with concentration on breadth of space of the room.
   - Select a space that is aesthetically pleasing.
   - Room must be well lit; use existing light fixtures or supplemental lighting with flash or hot lights.
   - Use a tripod and be sure that the camera is right/left level and not tilted back or forward.
   - Consider Kelvin temperature when selecting white balance and filtering.

8. Architecture -- exterior elevation of a residential or commercial building.
   - Must be a color image.
   - Exterior must be shot at dusk or dawn, with both artificial light and sky detail visible.
   - 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 right/left level and not tilted back or forward.
   - Consider Kelvin temperature when selecting white balance and filtering.

9. Studio/Interior Portrait - For final, December, submission only.
   - 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.
### Course Schedule

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

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<th>Type</th>
<th>Day</th>
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<th>Topic</th>
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<td>Lecture</td>
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<td>August 31</td>
<td>Introduction</td>
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<td>Lecture</td>
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<td>Portrait</td>
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<td>Food assignment / Business Practices</td>
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<td>September 30</td>
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<td>Work Due for 1st Critique / Business Practices</td>
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<td>Business Practices / Written Assignment</td>
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