

Lighting Photo 148

A commercially oriented course with assignments covering such topics as food, fashion and products photographed with artificial light in the studio. Business, legal and ethical practices in commercial and editorial photography are discussed as they apply to work done in a studio setting. Students are expected to become visually and technically competent with artificial light sources used in a studio setting.
Prerequisites: PHOT 141 and PHOT 111.

Critiques, Written Assignment, Exam

A. 50 points:

1. First Submission: Monday, October 6th.

6 images: Flash-fill portrait (both outdoors: one in daylight, one after sunset) and Product Assignments. Submit digital files. All files must contain original metadata. NO PRINTS.

2. Critique: Wednesday, October 8th

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: Wednesday, October 22th. Work due at beginning of class.

6 images: studio portrait and possible reshoot from 1st submission.
(Re-shoots are individually assigned.)
Submit digital files. All files must contain original metadata. NO PRINTS.

2. Critique: Monday, October 27th

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:

1. Third Submission: Monday, November 10th. Work due at beginning of class.

6 images: Food, and possible reshoot from 1st submission.
(Re-shoots are individually assigned.)
Submit digital files. All files must contain original metadata. NO PRINTS.

2. Critique: Wednesday, November 12th

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.

D. 50 points:

1. Fourth Submission: Monday, November 24^h. Work due at beginning of class.

6 images: Fashion and possible reshoot from previous submission.
(Re-shoots are individually assigned.)
Submit digital files. All files must contain original metadata. NO PRINTS.

2. Critique: Monday, December 1th

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.

E. 50 points:

Written assignment: Monday, December 1st.

Business practices / job estimate.
For each day late, 5 points will be deducted from the paper's score.

F. 100 points: Exam, Wednesday, December 3rd Bring 4521 NCS score sheet.

G. 100 points:

Print portfolio due Thursday, December 11th, before noon.

10 prints from three assignments: Two Multiple image prints, plus two other assignments listed on page 3.
(If individually assigned, one must be a reshoot.)
PRINTS only for this submission. Specific guidelines will be supplied for final portfolio presentation.
For each day late, the portfolio grade will be docked 10 points.

- H. Grades:** The following factors are of primary importance in grading the photographs:
- 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.
 - This is a commercial photography class. Submitted images should be designed to communicate the appeal of the subject and to fill the client's needs.
 - All elements, photographic or illustrative, in submitted photographs must be the work of the student. Using the work of other artists will result in a no-credit grade for the entire submission/critique.
 - All digital files must contain original metadata.

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%

- I. 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.*

J. Business Practices

In addition to lectures covering the assignment topics, the following areas will be discussed:

- Business practices in editorial and commercial work, ethical and legal issues of advertising.
- Copyright law
- Model & property releases
- Pricing
- Stock photography

K. Course Learning Outcomes

Upon completion of this course students should:

- Understand business practices in commercial and editorial photography as relates to:
U.S. copyright law, model releases, photographing on public and private properties, pricing, & ethics.
- Effectively use existing and supplementary artificial light sources in the studio for the following types of subjects: Food, fashion, products and portraits.
- Create photographs with attention to clarity of the visual concept and communicating a commercial client's message effectively.
- Be able to create a portfolio of commercial photographs with emotional and visual impact.
- Be able to create a photographic portfolio which shows an understanding of the technical aspects of image exposure and print output.

Administrative

Drops: October 10 is the last day to drop for serious and compelling reasons with permission of the instructor, Department Chair and the Dean of the College of Arts and Letters.

Make-up 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 by the student 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. Testing Accommodation Instruction forms (green sheets), from the Testing Center, must be given to the instructor at least 10 days prior to each exam.

Incomplete grades are discouraged since there is no studio space available for students not registered in the studio class during a given semester. "Incompletes" will not be issued except in cases where a student has made previous arrangements with the instructor. An "I" grade means that a portion of the requirements remain to be completed. This must be done within a year, or the grade will be converted to an "F."

Academic Honesty: All elements, photographic or illustrative, in submitted photographs, must be the work of the student. Using the work of other artists/photographers will result in a no-credit grade (0 points) for the entire submission/critique. **All digital files must contain original metadata.**

Suggested Reading

Light Science and Magic

Grey's Studio Lighting Techniques for Photography
Business and Legal Forms for Photographers
Masterclass: Professional Studio Photography

Hunter & Fuqua

Christopher Grey
Tad Crawford
Dennis Savini

Focal Press

Amherst Media
Alsworth Press
Rocky Nook

Periodicals:

PDN (Photo District News)
Communication Arts

Assignments

- A. Lighting: With the exception of assignment #1, all assignments must be completed using artificial light in the studio. Either hot lights 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 Portraits - flash-fill / daylight. A minimum of two images. Must be a person or people.**
 - Both portraits must be shot outdoors. One image using flash fill and daylight and a second image, after sunset, using flash and revealing subject with background detail.
 - 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.. (For the purpose of this assignment, if the subject is consumed (beverage or food), it is NOT a product)
 - 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. **Studio Portrait**
 - 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.
 - NO self-portraits.
 4. **Food**
 - May be anything that is consumed by people -- 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**
 - Examples: shoes, shirts, purses, dresses, coats etc. -- NOT: eyeglasses, jewelry, makeup 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 / Conceptual**
 - An image created from one or more photographs, or illustrations.
 - This image must fulfill one of the assignment categories -- portrait, service, product, etc.
 - At least one photograph used to create the image must have been shot in the studio.
 7. **Optional:**
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.

Photo 148, Course Schedule

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

Lecture	Wednesday	September 3	Introduction
Lecture	Monday	September 8	Studio flash / Flash Fill
Lecture	Wednesday	September 10	Portrait
Lecture	Monday	September 15	Product
Lecture	Wednesday	September 17	Demo
Studio	Monday	September 22	Shoot
Studio	Wednesday	September 24	Shoot
Studio	Monday	September 29	Shoot
Studio	Wednesday	October 1	Shoot
Lecture	Monday	October 6	First Submission Due Portrait discussion
Critique	Wednesday	October 8	Critique
Studio	Monday	October 13	Shoot
Lecture	Wednesday	October 15	Business Practices
Studio	Monday	October 20	Shoot
Lecture	Wednesday	October 22	Second Submission Due Food discussion
Critique	Monday	October 27	Critique
Studio	Wednesday	October 29	Shoot
Studio	Monday	November 3	Shoot
Studio	Wednesday	November 5	Shoot
Lecture	Monday	November 10	Third Submission Due Fashion discussion
Critique	Wednesday	November 12	Critique
Lecture ment	Monday	November 17	Business Practices/ Written Assign-
Lecture	Wednesday	November 19	Stock discussion/ Multiple Image
Lecture	Monday	November 24	Fourth Submission Due Service / Social Service discussion
Studio	Wednesday	November 26	Shoot
Critique	Monday	December 1	Critique Pricing Assignment Due
Exam	Wednesday	December 3	Test, 4521 NCS answer sheet
Studio	Monday	December 8	Shoot
Studio	Wednesday	December 10	Shoot
Portfolio due	Thursday	December 11	PRINT PORTFOLIO DUE DUE