

# Lighting Photo 148

This is a commercially oriented with assignments covering such topics as food, fashion and products photographed with artificial light in the studio and 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. Prerequisite: PHOT 141, with a grade of "B-" or better, and PHOT 111.

## Critiques, Papers, Exam

### A. 50 points:

#### 1. First Submission: Tuesday, March 6<sup>th</sup>. Work due at beginning of class.

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 Tuesday March 13<sup>th</sup> & Thursday, March 15<sup>th</sup>

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 April 17<sup>th</sup>. Work due at beginning of class.

6 images: Food, Architecture and possible reshoot from 1st submission.

(Re-shoots are individually assigned.)

Submit digital files. All files must contain original metadata. NO PRINTS.

#### 2. Critique: meet Thursday, April 19<sup>th</sup> & Tuesday April 24<sup>th</sup>

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, April 19<sup>th</sup>

Business practices / job estimate.

For each day late, 5 points will be deducted from the paper's score.

### D. 100 points: Exam, Thursday April 26<sup>th</sup> Bring 4521 NCS score sheet.

### E. 100 points:

#### Final Portfolio due Thursday, May 10<sup>th</sup>, 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 must not be images from previously submitted shooting sessions

### F. 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 clients' 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.

Extra credit points, if available, will be added to test scores.

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

## J. Course Learning Outcomes

Upon completion of this course students should:

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

## Administrative

**Drops:** March 2 is the last day to drop for serious and compelling reasons with permission of Instructor, Department Chair and Dean of the College of Arts and Letters.

**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. "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                    | Hunter & Fuqua                          | Focal Press                 |
| Basic Studio Lighting Guide                | Tony L. Corbell                         | Watson-Guptill Publications |
| Business and Legal Forms for Photographers | Tad Crawford                            | Alsworth Press              |
| Conceptual Still Life Photography          | Holger Laufenberg                       | Circle 11                   |
| 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 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..
    - 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: eye glasses, 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 assign. 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 portfolio. (May 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.

## Photo 148, Course Schedule

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

|                                       |                 |                 |  |
|---------------------------------------|-----------------|-----------------|--|
| Lecture                               | Tuesday         | January 24      | Introduction   |
| Lecture                               | Thursday        | January 26      | Studio flash / Flash Fill  |
| Lecture                               | Tuesday         | January 31      | Portrait   |
| Lecture                               | Thursday        | February 2      | Product  |
| Lecture                               | Tuesday         | February 7      | Demo./Raw Discussion   |
| Studio                                | Thursday        | February 9      | Shoot  |
| Studio                                | Tuesday         | February 14     | Shoot  |
| Studio                                | Thursday        | February 16     | Shoot  |
| Lecture                               | Tuesday         | February 21     | Food assignment /<br>Business Practices                                |
| Lecture                               | Thursday        | February 23     | Glass demo./ shoot   |
| Studio                                | Tuesday         | February 28     | Shoot  |
| Studio                                | Thursday        | March 1         | Shoot  |
| <b>Lecture</b>                        | <b>Tuesday</b>  | <b>March 6</b>  | <b>Work Due for 1st Critique /<br/>Business Practices</b>              |
| Studio                                | Thursday        | March 8         | Shoot  |
| <b>Critique</b>                       | <b>Tuesday</b>  | <b>March 13</b> | <b>Critique</b>  |
| <b>Critique/Lecture</b>               | <b>Thursday</b> | <b>March 15</b> | <b>More Critique, Architecture #1, Exteriors</b>                       |
| <b>♦ March 19 - 25 Spring Break ♦</b> |                 |                 |  |
| Lecture                               | Tuesday         | March 27        | Architecture #2, Interiors   |
| Lecture                               | Thursday        | March 29        | Lecture & Shoot  |
| Lecture                               | Tuesday         | April 3         | Fashion  |
| Studio                                | Thursday        | April 5         | Shoot  |
| Lecture                               | Tuesday         | April 10        | Business Practices/<br>Written Assignment                              |
| Studio                                | Thursday        | April 12        | Shoot  |
| <b>Lecture</b>                        | <b>Tuesday</b>  | <b>April 17</b> | <b>Work due for 2nd critique/<br/>Stock discussion/ Multiple Image</b> |
| <b>Critique</b>                       | <b>Thursday</b> | <b>April 19</b> | <b>Critique &amp; Written Assignment Due</b>                           |
| <b>Critique</b>                       | <b>Tuesday</b>  | <b>April 24</b> | <b>More Critique</b>   |
| <b>Exam</b>                           | <b>Thursday</b> | <b>April 26</b> | <b>Test Bring 4521 NCS answer sheet</b>                                |
| Studio                                | Tuesday         | May 1           | Shoot  |
| Studio                                | Thursday        | May 3           | Shoot  |
| Studio                                | Tuesday         | May 8           | Shoot  |
| <b>Work due</b>                       | <b>Thursday</b> | <b>May 10</b>   | <b>FINAL SUBMISSION DUE</b>  |