Critiques, Papers, Exam

1. 50 points:
   First Submission: Tuesday, June 17, 3pm
   A) 6 images: Flash-fill portrait, architecture
      Submit digital files on CD or mounted slides. NO PRINTS.
   B) **Critique: Thursday, June 19**
      To receive credit, both student and work must be on time.

2. 50 points:
   Second Submission: Friday, June 27
   A) 6 images: fashion, product assignments
      Submit digital files on CD or mounted slides. NO PRINTS.
   B) **Critique: Tuesday July 1**
      To receive credit, both student and work must be on time.

3. 50 points:
   Written assignment: Tuesday, July 1 Business practices / job estimate.
   For each day late, 5 points will be deducted from the paper's score.

4. 100 points: Midterm Test, Tuesday, July 8, Bring 4521 NCS score sheet.

5. 10 points: July 2, 3, or 8 Editing consultation. Bring 30-100 digital files, slides, to meeting in Mariposa 5001. Individual times will be assigned in class.

6. 100 points:
   Final Portfolio due Friday, July 11, before noon.
   PRINTS only for final submission.
   8 prints from three assignments: Food, & if individually assigned, a reshoot from the 2nd submission.
   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 & to fill the clients’ needs.

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

e. Print quality -- including color balance, contrast, tonal range and sharpness.

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.
7. 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 two lectures will result in a student being dropped one letter grade for the course.**

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%

Administrative
**Last day to drop:** June 15th is the 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, in a timely manner, 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 1st 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 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

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

Periodicals:
- New York Photo District News
- Communication Arts

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

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>June 3</td>
<td>Introduction, Studio flash, Portrait, / Flash Fill</td>
</tr>
<tr>
<td>Thursday</td>
<td>June 5</td>
<td>Architecture, Exterior &amp; Interior</td>
</tr>
<tr>
<td>Tuesday</td>
<td>June 10</td>
<td>Product, Business Practices #1</td>
</tr>
<tr>
<td>Thursday</td>
<td>June 12</td>
<td>Fashion, Shoot</td>
</tr>
<tr>
<td>Tuesday</td>
<td>June 17</td>
<td>Shoot, Work Due for 1st Submission</td>
</tr>
<tr>
<td>Thursday</td>
<td>June 19</td>
<td>Critique</td>
</tr>
<tr>
<td>Tuesday</td>
<td>June 24</td>
<td>food, Business Practices #2</td>
</tr>
<tr>
<td>Thursday</td>
<td>June 26</td>
<td>Shoot</td>
</tr>
<tr>
<td>Friday</td>
<td>June 27</td>
<td>Work Due for 2nd Submission</td>
</tr>
<tr>
<td>Tuesday</td>
<td>July 1</td>
<td>Critique, Written Assignment Due</td>
</tr>
<tr>
<td>Thursday</td>
<td>July 3</td>
<td>Stock discussion, Shoot</td>
</tr>
<tr>
<td>Tuesday</td>
<td>July 8</td>
<td>Test</td>
</tr>
<tr>
<td>Thursday</td>
<td>July 10</td>
<td>Shoot</td>
</tr>
</tbody>
</table>

*Final Submission Noon, Friday July 11*
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 maybe utilized.

B. 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 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.
   - You are required to use at least 1 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. 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 & preparation devices such as: knives, mister, dishes, napkins, etc.

4. Fashion / Studio or flash-fill/ daylight
   - 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. This is not a glamour assignment.
   - Use exaggerated movement to enhance clothing.

5. Architecture (interior or exterior elevation of a residential or commercial building.)
   - Must be shot in color.
   - 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 the camera is level -- not tilted right/left or forward/ back.
   - Consider Kelvin temperature when selecting film, filtering or setting white balance.