

Lighting Photo 148

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. 50 points:

1. First Submission: Monday, October 12

6 images: Flash-fill portrait and Product Assignments.
Submit digital files on CD, NO PRINTS.

2. Critique Wednesday, October 14.

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: Monday, November 16

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 Wednesday, November 18

To receive credit, student and work must be on time.
Attendance is required at all critique sessions.

C. 50 points:

Written assignment: Wednesday, November 18

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

D. 10 points: November 25, 30 & December 2.

Editing consultation. Bring 30 -100 slides or digital files, on a jump drive or laptop to a meeting in Mariposa 5017. These should be images not previously submitted, that you are considering for submission in your final portfolio. Individual times will be assigned in class.

E. 100 points: Exam, Wednesday December 2

Bring 4521 NCS score sheet.

F. 100 points:

Final Portfolio due Friday, December 11, 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:

- 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.

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. Releases
4. Pricing
5. Stock photography

Administrative

Last day to drop: October 9th: 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	Alsworth 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. 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. 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 & preparation devices such as: knives, mister, dishes, 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 model.
 - Use exaggerated movement to enhance clothing.
 - 6. Multiple Image**
 - An image created from one or more photographs.
 - This image must be completed using Photoshop techniques or in the camera.
 - This image must fulfill one of the assignment categories -- portrait, service, product, etc.
 - 7. Architecture -- interior or exterior elevation of a residential or commercial building.**
 - Must be a color image.
 - May be an interior or exterior elevation of a 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 right/left level and 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.

Lecture	Monday	August 31	Introduction
Lecture	Wednesday	September 2	Studio flash / Flash Fill
Holiday	Monday	September 7	Labor Day
Lecture	Wednesday	September 9	Portrait
Lecture	Monday	September 14	Product
Lecture	Wednesday	September 16	demo
Studio	Monday	September 21	Shoot
Studio	Wednesday	September 23	Shoot
Lecture	Monday	September 28	Food assignment / Business Practices
Studio	Wednesday	September 30	Shoot
Studio	Monday	October 5	Shoot
Studio	Wednesday	October 7	Shoot
Lecture	Monday	October 12	Work Due for 1st Critique / Business Practices
Critique	Wednesday	October 14	Critique
Lecture	Monday	October 19	Architecture #1
Studio	Wednesday	October 21	Shoot
Lecture	Monday	October 26	Architecture #2
Studio	Wednesday	October 28	Shoot
Lecture	Monday	November 2	Fashion
Studio	Wednesday	November 4	Shoot
Lecture	Monday	November 9	Business Practices/ Written Assignment
Holiday	Wednesday	November 11	Veteran's Day
Lecture	Monday	November 16	Work due for 2nd critique/ Stock discussion/ Multiple Image
Critique	Wednesday	November 18	Critique, Written Assignment Due
● Monday, November 16 -- Deadline to submit framed prints for Annual Holiday Exhibit ●			
Lecture	Monday	November 23	Service / Social Service, Test Review
Studio	Wednesday	November 25	Shoot & Individual meeting
● Thursday, November 26, Thanksgiving ●			
Studio	Monday	November 30	Shoot & Individual meeting
Test	Wednesday	December 2	Test & Individual meeting
Studio	Monday	December 7	Shoot
Studio	Wednesday	December 9	Shoot
Final Submission		Noon, Friday	December 11