Critiques, Papers, Exam

A. 50 points:
1. First Submission: Wednesday, October 8.
   4 images: Flash-fill portrait and Product Assignments.
   Submit digital files on CD, or mounted slides, NO PRINTS.
2. Critique Wednesday, October 15.
   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:
   Second Submission: Wednesday, November 12
   1. 6 images: Food, Architecture and possible reshoot from 1st submission. (Re-shoots are individually assigned.)
      Submit digital files on CD, or mounted slides, NO PRINTS.
2. Critique: meet Wednesday, November 19
   To receive credit, student and work must be on time. Attendance is required at all critique sessions.

C. 50 points:
   Written assignment: Wednesday, November 19
   Business practices / job estimate.
   For each day late, 5 points will be deducted from the paper’s score.

D. 100 points: Midterm Test, Monday December 1 Bring 4521 NCS score sheet.

E. 10 points: November 26, December 1 & 3. 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.

F. 100 points:
   Final Portfolio due Friday, December 12, before noon.
   PRINTS only for final submission.
   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
   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.
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 classroom / 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 3rd: 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 lab or studio space available for students not registered in a photography 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
Light Science and Magic                                          Hunter & Fuqua            Focal Press
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 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 main stream 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 made 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 shot in color.
   - 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.

<table>
<thead>
<tr>
<th>Type</th>
<th>Day</th>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>Wednesday</td>
<td>September 3</td>
<td>Introduction</td>
</tr>
<tr>
<td>Lecture</td>
<td>Monday</td>
<td>September 8</td>
<td>Studio flash / Flash Fill</td>
</tr>
<tr>
<td>Lecture</td>
<td>Wednesday</td>
<td>September 10</td>
<td>Portrait</td>
</tr>
<tr>
<td>Lecture</td>
<td>Monday</td>
<td>September 15</td>
<td>Product</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>September 17</td>
<td>Shoot</td>
</tr>
<tr>
<td>Studio</td>
<td>Monday</td>
<td>September 22</td>
<td>Shoot</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>September 24</td>
<td>Shoot</td>
</tr>
<tr>
<td>Lecture</td>
<td>Monday</td>
<td>September 29</td>
<td>Food assignment / Business Practices</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>October 1</td>
<td>Shoot</td>
</tr>
<tr>
<td>Studio</td>
<td>Monday</td>
<td>October 6</td>
<td>Shoot</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>October 8</td>
<td>Work Due for 1st Critique / Shoot</td>
</tr>
<tr>
<td>Lecture</td>
<td>Monday</td>
<td>October 13</td>
<td>Business Practices</td>
</tr>
<tr>
<td>Critique</td>
<td>Wednesday</td>
<td>October 15</td>
<td>Critique</td>
</tr>
<tr>
<td>Lecture</td>
<td>Monday</td>
<td>October 20</td>
<td>Architecture #1</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>October 22</td>
<td>Shoot</td>
</tr>
<tr>
<td>Lecture</td>
<td>Monday</td>
<td>October 27</td>
<td>Architecture #2</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>October 29</td>
<td>Shoot</td>
</tr>
<tr>
<td>Lecture</td>
<td>Monday</td>
<td>November 3</td>
<td>Fashion</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>November 5</td>
<td>Shoot</td>
</tr>
<tr>
<td>Lecture</td>
<td>Monday</td>
<td>November 10</td>
<td>Business Practices/ Written Assignment</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>November 12</td>
<td>Work due for 2nd critique/ Shoot</td>
</tr>
<tr>
<td>Critique</td>
<td>Monday</td>
<td>November 17</td>
<td>Stock discussion/ Multiple Image</td>
</tr>
<tr>
<td>Critique</td>
<td>Wednesday</td>
<td>November 19</td>
<td>Critique, Written Assignment Due</td>
</tr>
</tbody>
</table>

● Monday, November 17 -- Deadline to submit framed prints for Annual Holiday Exhibit ●

<table>
<thead>
<tr>
<th>Type</th>
<th>Day</th>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>Monday</td>
<td>November 24</td>
<td>Service / Social Service, Test Review</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>November 26</td>
<td>Shoot &amp; Individual meeting</td>
</tr>
<tr>
<td>Test</td>
<td>Monday</td>
<td>December 1</td>
<td>Test &amp; Individual meeting</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>December 3</td>
<td>Shoot &amp; Individual meeting</td>
</tr>
<tr>
<td>Studio</td>
<td>Monday</td>
<td>December 8</td>
<td>Shoot</td>
</tr>
<tr>
<td>Studio</td>
<td>Wednesday</td>
<td>December 10</td>
<td>Shoot</td>
</tr>
</tbody>
</table>

Final Submission Noon, Friday December 12