

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. Prerequisites: PHOT 141 and PHOT 111.

Critiques, Written Assignment, Exam

A. 50 points:

1. First Submission: Wednesday, October 16th.

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 23rd & Monday, October 28th

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, November 20th. 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: Monday, November 25th & Monday December 2nd

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: Monday, November 25th

Business practices / job estimate.

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

D. 100 points: Exam, Wednesday, December 4th Bring 4521 NCS score sheet.

E. 100 points:

Portfolio due Thursday, December 12th, 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 a 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:

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. This is a commercial photography class. Submitted images should be designed to communicate the appeal of the subject and to fill the clients' needs.

c. 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.

d. 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 clarity of the visual concept and communicating a commercial 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: October 11 is the last day to drop for serious and compelling reasons with permission of 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

Master Lighting Guide, Portrait Photographers
Grey's Studio Lighting Techniques for Photography
Business and Legal Forms for Photographers
Conceptual Still Life Photography
Pro Lighting
Photographing Buildings Inside and Out
Best Business Practices for Photographers
Periodicals:
pdn (Photo District News)
Communication Arts

Hunter & Fuqua

Christopher Grey
Christopher Grey
Tad Crawford
Holger Laufenberg
Hicks & Schultz
Norman McGrath
John Harrington

Focal Press

Amherst Media
Amherst Media
Alsworth Press
Circle 11
Quatro Publishing
Whitney Museum
Cengage Learning

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 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 -- Studio or flash-fill on location.**
 - 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**
 - 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 shot during the 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 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	Wednesday	September 4	Introduction
Lecture	Monday	September 9	Studio flash / Flash Fill
Lecture	Wednesday	September 11	Portrait
Lecture	Monday	September 16	Product
Lecture	Wednesday	September 18	Demo
Studio	Monday	September 23	Shoot
Studio	Wednesday	September 25	Shoot
Studio	Monday	September 30	Shoot
Studio	Wednesday	October 2	Shoot
Lecture	Monday	October 7	Food assignment / Business Practices
Lecture	Wednesday	October 9	Demo /Shoot
Studio	Monday	October 14	Shoot
Lecture	Wednesday	October 16	First Submission Due / Business Practices
Studio	Monday	October 21	Shoot
Critique	Wednesday	October 23	Critique
Critique/Lecture	Monday	October 28	More Critique, Architecture #1, Exteriors
Studio	Wednesday	October 30	Shoot
Lecture	Monday	November 4	Architecture #2, Interiors
Studio	Wednesday	November 6	Shoot
Holiday	Monday	November 11	Holiday (campus closed)
Lecture	Wednesday	November 13	Fashion
Lecture	Monday	November 18	Business Practices/ Written Assignment
Lecture	Wednesday	November 20	Second Submission Due / Stock discussion/ Multiple Image
Critique	Monday	November 25	Critique & Written Assignment Due
Studio	Wednesday	November 27	Shoot
Critique	Monday	December 2	Critique (cont.)
Exam	Wednesday	December 4	Test, 4521 NCS answer sheet
Studio	Monday	December 9	Shoot
Studio	Wednesday	December 11	Shoot
Portfolio due	Thursday	December 12	PORTFOLIO DUE DUE