

# Location Photo 149 Lighting

Artificial Light, Location A location lighting course covering the use of artificial light and non-studio photography. Assignments cover such topics as: products, interior and exterior architecture, food and fashion shot on location. Techniques for combining the use of hot lights, electronic flash and ambient light are discussed. Students will create a body of work demonstrating their visual and technical understanding of artificial light sources for editorial and commercial application. Prerequisite: PHOT 111 and PHOT 141

## Critiques, Exam

### A. 50 points:

#### 1. Flash-fill Portrait: Tuesday, September 23<sup>rd</sup>.

6 images: Flash-fill portrait (minimum 2 each: daylight and after sunset)

Submit digital files. All files must contain original metadata.

#### 2. Critique Thursday, September 25<sup>th</sup>

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

### B. 50 points:

#### 1. Fashion, Exterior: Tuesday, October 7<sup>th</sup>.

6 images: Exterior Fashion, shot outdoors

Submit digital files. All files must contain original metadata.

#### 2. Critique: meet Thursday, October 9<sup>th</sup>

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

### C. 50 points: Exam #1, Thursday, October 16, Bring 4521 NCS score sheet.

### D. 50 points:

#### 1. Fashion, Interior: Tuesday, October 21<sup>st</sup>.

6 images: Fashion, shot indoors

Submit digital files. All files must contain original metadata.

#### 2. Critique: meet Thursday, October 23<sup>rd</sup>

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

### E. 50 points:

#### 1. Product Submission: Tuesday, November 4<sup>th</sup>.

6 images: Product, shot outdoors AND/OR indoors

Submit digital files. All files must contain original metadata.

#### 2. Critique: meet Thursday, November 6<sup>th</sup>

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

### F. 50 points:

#### 1. Architecture Submission: Tuesday, November 25<sup>th</sup>.

6 images, Architecture with a minimum of two exteriors AND two interiors, of a residential or commercial space.

Submit digital files. All files must contain original metadata.

#### 2. Critique: meet Tuesday, December 2<sup>nd</sup>.

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

### G. 50 points: Exam #2 Thursday, December 4, Bring 4521 NCS score sheet.

### H. 20 points: Editing consultation 10 points each, with instructor and in class.

Instructor meeting: Bring 25 - 40 digital files on a flash drive or laptop to a meeting in Mariposa 5007.

Class meeting: Bring 10 - 12 digital files on a flash drive to class.

For both meetings, bring images that you are considering for future submission. (NOT previously submitted.)

Meeting dates and times will be assigned in class.

### I. 100 points: Final Portfolio due Thursday, December 11, before noon

10 digital files from a minimum of three assignments: (If individually assigned, one must be a reshoot.)

**Food & Location Portrait (minimum of 2 images each category) and one additional category from assignments listed on page 3 (Photographer's Choice).**

For each day late, the portfolio grade will be docked 10 points.

**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. 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.
- c. All digital files must contain original metadata.

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%

**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 class meetings will result in a student being dropped one letter grade for the course.*

### **Business Practices**

In addition to lectures covering the assignment topics, the following areas will be discussed:

1. Business practices and pricing in commercial work, ethical and legal issues of advertising.
2. Copyright law
3. Model & property releases
4. Photographer's access rights

### **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 and property releases
2. Effectively use existing and supplementary artificial light sources on location
3. Effectively balance day light and artificial light sources.
4. Be able to create a portfolio of commercial photographs with emotional and/or visual impact.

### **Administrative**

**Drops:** October 10 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 equipment available for students not registered in the 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**

Sketching Light	Joe McNally	New Riders Press
Basic Location Lighting Guide	Tony L. Corbell	Watson-Guptill Publications
Minimalist Lighting	Kirk Tuck	Amherst Media
Pro Lighting	Hicks & Schultz	Quatro Publishing
Photographing Buildings Inside and Out	Norman McGrath	Whitney Museum
Professional Business Practices	American Society of Media Photographers	

## Assignments

Lighting: All assignments must be completed utilizing at least one artificial light source.

### 1. Portraits - flash-fill. Must be a person or people.

- A portrait must reveal something about the person's, feelings, interests, personality or experiences.
- The photographs must include one or more adults or children, no self-portraits.

#### **Due September 23:**

Submit a total of 6 portraits, all shot outdoors, a minimum of two in each of the following categories.

- a. flash fill and daylight, with subjects backlit during daylight hours
- b. after sunset, using flash and revealing the subject with background detail.

### 2. Fashion -- flash-fill

- Examples: shoes, shirt, dresses, purses, coats etc. -- NOT: eye glasses, jewelry or watches.
- Model/s may be male, female, adult or child
- Emphasize clothes, rather than the model.
- Use exaggerated movement to enhance clothing.

#### **Due October 7:**

Submit a total of 6 images, all shot outdoors. At least 3 of the images must include a model.

In either OR both of the following settings:

- a. daylight fashion outdoors, use flash fill and daylight, during daylight hours
- b. after sunset, fashion outdoors mix flash with ambient light, revealing subject (clothing) with background / context detail.

#### **Due October 21:**

Submit a total of 6 images. At least 3 of the images must include a model.

Non-studio fashion using an interior space.

### 3. Product

- Examples: appliances, jewelry, watches, dishes, toys, sporting goods, tools, musical instruments, furniture, makeup etc..

#### **Due November 4:**

Submit a total of **6 images**, in either OR both of the following settings:

- a. outdoors (with supplementary lighting).
- b. indoors: Mix ambient light and flash or hot lights in an indoor space: residential or commercial (warehouse, barn, theater, restaurant, hotel etc.)

### 4. Architecture

**Due November 25: 6 images, with a minimum of two exteriors AND two interiors.**

#### **Interior of a residential or commercial space.**

- Must be a color image.
- Interior must be shot 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.
- Use existing light fixtures or supplemental lighting with flash or hot lights.
- Consider Kelvin temperature when selecting white balance and filtering.

#### **Exterior elevation of a residential or commercial building.**

- Must be a color image.
- Exterior must be shot at dusk or dawn, combining artificial and ambient light.
- 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.
- Consider Kelvin temperature when selecting white balance and filtering.

### 5. Food

- Images must be in color.
- 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.

#### **Due December 11: a minimum of two in one OR both of the following settings**

1. Outdoor setting (must use supplementary lighting)
2. Indoor setting, with ambient or supplementary lighting: restaurant, kitchen, dining room, bar, etc.  
While both of these categories require context/setting, the emphasis should be on the food, not the space.

### 6. Location Portrait / Editorial / Corporate

**Due December 11: a minimum of two**

- Portrait of person or persons
- Interior or exterior
- Use of context is important to the success of this assignment.

### Photo 149, Course Schedule

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

Lecture	Tuesday	September 2	Introduction, preview images
Lecture	Thursday	September 4	Speed lights / Flash Fill slides
Lecture	Tuesday	September 9	Studio Strobes & Mono Lights
Lecture	Thursday	September 11	Portrait Discussion
Location Shoot	Tuesday	September 16	Shooting Session
Lecture	Thursday	September 18	Lecture, Fashion #1
<b>Lecture</b>	<b>Tuesday</b>	<b>September 23</b>	<b>Work Due (Portrait)</b> Lecture, Fashion #2
<b>Critique</b>	<b>Thursday</b>	<b>September 25</b>	<b>Critique</b>
Location Shoot	Tuesday	September 30	Shooting Session, Interior Fashion
Lecture	Thursday	October 2	Business, Copyright
<b>Lecture</b>	<b>Tuesday</b>	<b>October 7</b>	<b>Work Due (Fashion, exterior #1)</b> Lecture, Access Rights
<b>Critique</b>	<b>Thursday</b>	<b>October 9</b>	<b>Critique</b>
Lecture	Tuesday	October 14	Lecture, Product
<b>Exam</b>	<b>Thursday</b>	<b>October 16</b>	<b>Exam #1, open shoot</b>
<b>Lecture</b>	<b>Tuesday</b>	<b>October 21</b>	<b>Work Due (Fashion, interior #2)</b> Lecture. Architecture
<b>Critique</b>	<b>Thursday</b>	<b>October 23</b>	<b>Critique</b>
Location Shoot	Tuesday	October 28	Architecture, Location Shoot
Lecture	Thursday	October 30	Stock Photography, Individual Meeting
<b>Lecture</b>	<b>Tuesday</b>	<b>November 4</b>	<b>Work Due (Product)</b> Lecture, Location Portrait
<b>Critique</b>	<b>Thursday</b>	<b>November 6</b>	<b>Critique</b>
Veteran's Day	Tuesday	November 11	Veteran's Day
Lecture	Thursday	November 13	Pricing, Individual Meeting
Individual Meet	Tuesday	November 18	Lecture, Food #1
Lecture	Thursday	November 20	Food, Lecture #2
<b>Individual Meet</b>	<b>Tuesday</b>	<b>November 25</b>	<b>Work Due (architecture)</b>
Thanksgiving	Thursday	November 27	Thanksgiving
<b>Critique</b>	<b>Tuesday</b>	<b>December 2</b>	<b>Critique</b>
<b>Exam</b>	<b>Thursday</b>	<b>December 4</b>	<b>Exam #2, Individual Meeting</b>
Open Shoot	Tuesday	December 9	Open Shoot, edit
<b>Work due</b>	<b>Thursday</b>	<b>December 11</b>	<b>PRINT SUBMISSION DUE</b> <b>Food, Location Portrait, + 1</b>