

Course Syllabus

Department : Photography
Illustrative
Course Title : Photography
I
Section Name : 1345 613
Start Date : 01/18/11
End Date : 05/04/11
Modality : FACE-TO-
FACE
Credits : 3.0

Instructor Information

Name : Mark Swindler
OC Email : msphotog@cabl
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OC Phone # : 432-288-3225

Course Description

Instruction in the technical aspects involved in commercial photography. Topics include lighting equipment, techniques of production photography, reproduction principles, illustrative techniques, and advertising. Students will learn how to organize and maintain equipment and materials in a photographic studio and select proper lighting for a variety of photographic studio situations. Lab fee required. (SCANS 4, 6, 8)

The course will start with an overview of the various types of commercial and advertising photography, using traditional film as well as digital cameras. Students will learn the use of the view camera, view camera techniques, selection of lenses, camera angles, and movements. Students will also learn the use of medium format cameras(e.g. Hasselbald, Mamiya). Studio and location lighting will be studied, with an emphasis placed on using various types of light modifiers(e.g. soft boxes, umbrellas, reflectors) for different effects. Students will learn various lighting techniques for different subjects. Students will be using only transparency(slide) film or digital files for images, and assignments will be due on a regular basis, and a portfolio of 6-8 transparencies should be turned in at the end of the semester.

Topics also covered will be business practices, including pricing, billing and copyright laws.

Prerequisites/Corequisites

COMM 1318 or ARTS 2356

Scans

SCANS 5, 8

Course Objectives

Instruction in the technical aspects involved in commercial photography. Topics include lighting equipment, techniques of production photography, reproduction principles, illustrative techniques, and advertising. Students will learn how to organize and maintain equipment and materials in a photographic studio and select proper lighting for a variety of photographic studio situations. Lab fee required. (SCANS 4, 6, 8)

The course will start with an overview of the various types of commercial and advertising photography, using digital cameras. Students will learn the use of the view camera, view camera techniques, selection of lenses, camera angles, and movements. Students will also learn the use of medium format cameras(e.g. Hasselbald, Mamiya). Studio and location lighting will be studied, with an emphasis placed on using various types of light modifiers(e.g. soft boxes, umbrellas, reflectors) for different effects. Students will learn various lighting techniques for different subjects. Students will be using only digital files for images, and assignments will be due on a regular basis, and a portfolio of 9-10 images should be turned in at the end of the semester.

Topics also covered will be business practices, including pricing, billing and copyright laws.

LEARNING OUTCOMES: After completing this course, the student should be able to demonstrate competency in:

- 1.0 Download files from camera to computer
- 2.0 perform record keeping activities
- 3.0 use Adobe Lightroom to process images
- 4.0 performing camera work
- 5.0 calculate exposure setting
- 6.0 photographing subjects

COURSE REQUIREMENTS: You will need to own or have access to a 35mm camera. Each student must attend mandatory open labs during the stated times for all day time classes. We will begin the course with basic, practical assignments with the operation of the view camera and film processing. With this basic knowledge we will investigate copy work techniques and simple lighting methods. Students will learn how to write work orders and create invoices. Architectural photography will be the first major assignment followed by the vast world of small product photography. Candidates for a Certificate must produce a separate portfolio to demonstrate photo proficiency.

METHOD OF EVALUATION: The final grade for the class is based from the combination of shooting assignments, exam grades, participation in the critiques, and the portfolio. There will be written quizzes and a mid-term exam covering the technical aspects of photography. Your shooting assignments will have two grades. The top one is for the technical aspect (how well the picture is printed) and the bottom grade is for the aesthetic aspect (how well the picture relates to the assignment). **Please note that all shooting assignments must be completed. And any late work will automatically be lowered ONE letter grade.** That means IF your work is truly "A" quality work, the highest grade you can make if it is late is a "B", which is still preferable to a zero. If you hand in

your work on time, you can redo assignments. Toward the end of the semester you can redeem a day by doing extra quality work. We will routinely have class critiques as a way of reviewing and improving work. **You will be graded on the work** that you are presenting, your **presentation** and your **active participation** in the critiques of other students' works. A portfolio is required at the end of the semester. The **portfolio will consist of** the shooting assignments, **preferably reprinted or any substitutes** you wish to make to improve your grade.

ATTENDANCE POLICY: YOUR attendance is the single greatest predictor of your success. **Student attendance at every class is expected. Four or more absences will result in the lowering of your course grade by one letter.** The number of times you are tardy or leave early is also noted for the analysis of your final grade. Please see the instructor regarding anticipated absences or conflicts due to college sponsored activities. **Again, please note that late assignments will be graded down one letter grade.**

ACADEMIC ETHICS: You are expected to create, edit, process, and print your own assignments and take tests without notes or other outside assistance. **All work is expected to be your own.**

STUDENT ASSISTANCE: The following resources are available to assist you in successful completion of this course:

A. Student assistants are available in the photo lab during all hours of operation and will assist you with the distribution of equipment and supplies and answer questions.

B. The LRC has one of the largest collections of photographic resource materials in West Texas including periodicals, video and slide/audio tapes and photographic books.

Required Readings/Materials

No text for this course

Course Requirements (Lectures, Assignments and Assessments)

: You will need to own or have access to a 35mm camera. Each student must attend mandatory open labs during the stated times for all day time classes. We will begin the course with basic, practical assignments with the operation of the view camera and film processing. With this basic knowledge we will investigate copy work techniques and simple lighting methods. Students will learn how to write work orders and create invoices. Architectural photography will be the first major assignment followed by the vast world of small product photography. Candidates for a Certificate must produce a separate portfolio to demonstrate photo proficiency.

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shooting assignments must be completed. And any late work will automatically be lowered ONE letter grade. That means IF your work is truly “A” quality work, the highest grade you can make if it is late is a “B”, which is still preferable to a zero. If you hand in your work on time, you can redo assignments. Toward the end of the semester you can redeem a day by doing extra quality work. We will routinely have class critiques as a way of reviewing and improving work. **You will be graded on the work** that you are presenting, your **presentation** and your **active participation** in the critiques of other students’ works. A portfolio is required at the end of the semester. The **portfolio will consist of** the shooting assignments, **preferably reprinted or any substitutes** you wish to make to improve your grade.

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COURSE COMPETENCIES:

1.0 To demonstrate competency in applying darkroom safety practices; the student should be able to:

- 1.2 *appraise work area and equipment for safe working environment
- 1.5 clean and maintain work area and leave in a safe condition
- 1.6 *identify and report problems to supervisor

2.0 To demonstrate competency in performing record keeping activities; the student should be able to:

- 2.2 describe problems to supervisor
- 2.5 *prepare requisition for photographic supplies and materials
- 2.6 *organize storage of photographic chemicals

3.0 To demonstrate competency in conducting darkroom operations; the student should be able to:

- 3.3 organize equipment inventory list
- 3.4 composes photographic release form
- 3.5 *prepares expense record
- 3.6 *compile appointment / assignment book
- 3.7 *organizes customer orders and negatives
- 3.8 appraise copyright laws
- 3.10 criticize photographic work
- 3.11 *create portfolio of photographic work
- 3.12 *create proof book

- 3.13 *prepare photographic work for display
- 3.14 *writes print orders from lab
- 3.15 *create method to store and transfer cameras and accessories
- 4.0 To demonstrate competency in performing camera work; the student should be able to:
 - 4.1 *interprets job order to determine photographic information
 - 4.2 select camera and film for job
 - 4.3 select camera and lenses for job
 - 4.4 select camera and accessories for job
 - 4.5 select and use tripods
 - 4.6 select and use filters
 - 4.7 *distinguish aperture and set F-stop
 - 4.8 *distinguish and set shutter speeds
 - 4.9 *predict exposure and set timer
- 5.0 To demonstrate competency in calculating exposure settings; the student should be able to:
 - 5.1 *distinguish light readings using exposure meter
 - 5.3 *distinguish strobe light readings using flash meter
 - 5.4 *distinguish light readings using generated light sources
 - 5.5 predicts the need for additional lights
 - 5.6 *selects supplementary lights
 - 5.7 *selects the use of reflectors
 - 5.10 *prepares lighting for table top objects
 - 5.11 *prepares lighting for copy stand
 - 5.12 *computes main and flash exposures
 - 5.13 *computes filtration exposure
 - 5.14 *creates basic exposure test
- 6.0 To demonstrate competency in photographing subjects
 - 6.1 *selects props for photography session
 - 11.3 *appraise mechanical components of cameras
 - 11.4 clean photographic lenses

* Indicates integrated Core Curriculum Skills (Math, Reading, Communication, Technological Literacy and/or Critical Thinking)

Week 1

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
<i>Intro week</i>	<i>discussion</i>		

intro to Illustrative Photography	discussion and studio demo	Headshots	

Week 2

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Headshot	Portrait	This should be a simple headshot using from 1-3 lights and/or reflector panels. The background should be out of focus, so a relatively wide aperture is needed-f5.6- f9. Use whatever ISO is appropriate. Shoot the photos tight so that no shoulders are in the frame. Try to capture as much personality as possible. The photos will be shot with the camera set to record "raw" files, and 2-3 images should be delivered to my drop box as a corrected and cropped tiff file.	01/26/11

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Week 3

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Executive Portrait Demo	Demonstration	This assignment can be done either in the studio, in front of the “library” background, or in an actual office. The subject needs to at least look like an executive, wearing business dress clothing, not “business casual”. Use a desk and/or chair as a prop, and shoot sitting and standing poses. This assignment will probably need 2-3 lights. Again, use an appropriate ISO, but make them look strong, but pleasant, as if they are in charge. Also, as usual, shoot raw files and deliver 2-3 tiff files to my drop box.	N/A
Open Class night		For shooting the Assignment	

Week 4

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Executive Portrait	Portrait	This assignment can be done either in the studio, in front of the “library” background, or in an actual office. The subject needs to at least look like an executive, wearing business dress clothing, not “business casual”. Use a desk and/or chair as a prop, and shoot sitting and standing poses. This assignment will probably need 2-3 lights. Again, use an appropriate ISO, but make them look strong, but pleasant, as if they are in charge. Also, as usual, shoot raw files and deliver 2-3 tiff files to my drop box.	02/07/11
Product Demo	Demonstration	Product shot	N/A

Week 5

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
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Product	Product Photography	Pick any product and shoot it in the studio. Use the shooting table if you want, or any background that is appropriate. This shot will probably require more depth of field, so don't hesitate to use f16-f22. This assignment will probably require 2-3 lights, but maybe 4! Shoot 2 or three set-ups or angles of your product, and drop 2-3 tiff files in my drop box.	02/16/11

Week 6

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Fill Flash	Fill Flash Interior/Exterior or	<i>This assignment includes mixing flash and ambient light, either indoors or out. Indoors students will learn to mix flash and fluorescent lighting, and outdoors they will learn to work with flash and sunlight.</i>	N/A

		<i>Students will shoot examples of both interior and exterior photographs using either small on or off-camera flashes, i.e. Canon/Nikon, or portable studio flash.</i>	

Week 7

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Fill Flash	Fill Flash-Interior/Exterior	<i>This assignment includes mixing flash and ambient light, either indoors or out. Indoors students will learn to mix flash and fluorescent lighting, and outdoors they will learn to work with flash and sunlight. Students will shoot examples of both interior and exterior photographs using either small on or off-camera flashes, i.e. Canon/Nikon, or portable studio flash.</i>	02/28/11
Fashion	Fashion Photography w/Models	These need to be shot much wider than most of your other assignments, to leave room for copy. The	N/A

		background should be as simple as possible, to avoid competing with the model. Shoot like crazy!!! I need to see attitude in these photos- be creative in your angles!!! I will try to have a couple of models one afternoon for a shoot so everyone can shoot this assignment at the same time. And, as always deliver your best 2-3 tiffs in my drop box	

Week 8

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Fashion	Fashion Photography	These need to be shot much wider than most of your other assignments, to leave room for copy. The background should be as simple as possible, to avoid competing with the model. Shoot like crazy!!! I need to see attitude in these photos- be creative in your angles!!! I will try to have a couple of models one afternoon for a shoot so everyone can shoot this assignment at the same time. And, as always deliver your best 2-3 tiffs in my drop box	03/09/11
Spring Break			

Week 9

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Food	Food shots	<i>Demo of food shots in my studio</i>	N/A
Food	Food Shots	This assignment requires you to bring a food item or items into the studio. Make it look as appetizing as possible, using the techniques I will show you in the demo. This shoot may need only one or two lights and several reflectors. For the food shots use softboxes. The photographer will also have to be the food stylist, so bring plenty of food items in case something gets messed up. Shoot several angles, but you'll probably find that one angle is the best, so send the tiff files to my drop box.	

Week 10

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Food	Food Shots	Food Shots due	03/28/11
Industrial	Welding	We will go downstairs to shoot the welding class. Students will either use available light or flash, or both.	N/A

Week 11

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Industrial	Welding	Students will work on their welding photos	N/A
Industrial	Welding	Critique	04/06/11

Week 12

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
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Architectural	Architectural Photography Demo	Students and instructor will go to a building location, or 2, and will shoot the building.	

Week 13

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Architectural	Architectural Photography	This assignment will have you staring at the walls, literally. Find an interesting building, and scout it out at several time of the day. Once you decide the best time to shoot it(morning, afternoon or dusk), shoot several angles, convert them to tiffs, correct the parallax(I'll show you how to do that in PS). Save both versions(original and corrected), and drop them in my box.	04/18/11
Illustration	Illustration for print Ads	A guest speaker will speak on shooting illustrations for print ads, what is being	

		conveyed in those ads, and what kind of photography is needed. Students will be given a choice of ads to shoot illustrations for.	

Week 14

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Illustration	Illustration for Print Ads	A guest speaker will speak on shooting illustrations for print ads, what is being conveyed in those ads, and what kind of photography is needed. Students will be given a choice of ads to shoot illustrations for.	

Week 15

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

	Type	Description	Due
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Item(Name)			
Illustration	Illustration for Print Ads	Advertising Illustration- Yeah!!!! It's almost over!!!! In this assignment, I'll give you all a choice of 2-3 print ads, like the ones you see in newspapers and magazines, and you'll shoot a photo to illustrate the ad. The ads will already be created, and you'll need to take the electronic file, shoot the photo to fit in the space, and insert the photo into the ad. Drop the ad in my drop box, and you're done! Done! Done! The last assignment...	

Week 16

Topic/Overview: This week focuses on

Summary of Week 1 Assignments & Activities

Item(Name)	Type	Description	Due
Illustration	Illustration for Print Ads	Critique of Illustrations	05/02/11

Grading Policy

Each week, I will provide grades or scores and comments on assignments within 6 days of when they were submitted. After I send feedback each week, I will post a notification in the **Main** forum.

Late assignments receive a 10% deduction for each day they are late if assignments are not posted by 11:59 p.m.

central on the day they are due. Assignments more than 5 days late will not be accepted. Technological issues will not be considered as valid grounds for late assignment submission. In the event of a server outage, students should submit assignments to the instructor.

Percentage %	Grade
Instructors : please enter grade percentage .	Instructors: enter letter grade.

Special Needs

Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

Learning Resource Center (Library)

The Library, known as the [Learning Resources Center](#), provides research assistance via the [LRC's catalog \(print books, videos, e-books\)](#) and [databases \(journal and magazine articles\)](#). [Research guides](#) covering specific subject areas, [tutorials](#), and the ["Ask a Librarian "](#) service provide additional help.

The LRC has one of the largest collections of photographic resource materials in West Texas including periodicals, video and slide/audio tapes and photographic books.

Student E-mail

Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All assignments or correspondence will be submitted using your Odessa College email.**

Student Portal

Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All assignments or correspondence will be submitted using your Odessa College email.**

Technical Support

For Blackboard username and password help and for help accessing your online course availability and student email account contact the Student Success Center at 432-335-6878 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm.

Important School Policies

For information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or student's and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).