

Odessa College Photography Department

Mark Swindler, adjunct instructor

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***GO SEE our new web site: odessa.edu/dept/photo

***OC lab ph: 432-335-6498 for lab assistants

*** Please note: **The use of cell phones inside of the classroom, studio and the lab is prohibited.*****

COURSE NUMBER: PHTC 1345

COURSE TITLE: Illustrative Photography I

COURSE HOURS: 3 **LECTURE HOURS:** 2 **LAB HOURS:** 4

PREREQUISITE: COMM 1318 / ARTS 2356. ARTS 2348 or Permission of Instructor

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)

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 digital files for images, Topics also covered will be business practices, including pricing, billing, and copyright laws.

TEXTBOOK: No text for this course

SUPPLIES: See instructor information sheet for specific course supplies and materials.

LEARNING OUTCOMES: Demonstrate proper use of cameras, tungsten and electronic flash lighting, and associated equipment; and conceptualize photographic illustration.

COURSE REQUIREMENTS: You will need to own or have access to a DSLR camera. 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. Please silence phones and put them away prior to entering the photo work areas. If you must take an emergency call, please go to the hallways outside our work areas.

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.**

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 335-6861 to request assistance and accommodations.

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.