

PHOT 232
Commercial Photography
Three (3) Credits

Course Description:

In this course, students will learn all aspects of commercial photography including lighting, equipment, locations, techniques, post production, image editing, and careers. Students will work with advanced studio lighting and a wide variety of subject matter related to the commercial photography world. This class covers everything from creating product images to sell in catalogues to creating high dollar custom ads for international magazines.

Pre-/Co Requisites:

PHOT 180, PHOT 190, PHOT 250

Course times:

Tu,Th 8:30 am – 10:00 am

Studio times:

By appointment, see schedule on door

Room number:

NCS 104

Instructor:

Clint Saunders

Office number:

NCS 104

Office Hours:

Available during all studio hours

Phone:

307-702-1368

Email:

clint.saunders@dakotacollege.edu

Text:

None

Objectives:

1. To understand trends in commercial photography.
2. To learn about careers in commercial photography.

3. To discover the different aspects and types of photos associated with commercial photography.
4. To master the use of a view camera.
5. To understand how to use lighting in commercial photography.
6. To learn post production and distribution methods as they pertain to commercial photography.

Relationship to Campus Theme:

This course addresses the campus theme by studying the history of commercial photography and how it relates to present day commercial photography as well as anticipating future trends in the genre in terms of style and equipment.

Classroom Policies:

1. Cell phones and related devices are prohibited in the classroom at all times. You have the option of keeping them turned off or leaving them at home.
2. The internet in the classroom will be used for educational purposes only. Do not use the internet for Facebook, instant messaging, or any other similar websites during class time.
3. Food and beverages are permitted in accordance with IVN classroom policy.
4. Be respectful of other students, technicians, instructors, and guests.

Academic Integrity:

All students are expected to adhere to the highest standards of academic integrity. Dishonesty in the classroom or studio and with assignments, quizzes, exams, and papers is a serious offense and is subject to disciplinary action by the instructor and college administration. For more information refer to the Student Handbook. Please note that I have a ZERO tolerance policy for cheating, plagiarism, and copyright violations.

Disabilities and Special Needs:

If you have a disability for which you are, or may be, requesting an accommodation, you are encouraged to contact your instructor and Jan Nahinurk in the Learning Center (228-5479) as early as possible during the beginning of the semester.

Grading Philosophy:

Please understand that I do not care about your grades, I care about your education. My job is to teach you, your job is to learn what I teach you, and hopefully more. If we both do our jobs, grades shouldn't be necessary.

An instructor once said to me, "if you do everything that is expected of you in this class, then you will earn a "C". Because only doing what is expected is

average, and a “C” represents an average grade. If you want a “B,” do more than is expected, if you want an “A,” do a lot more than is expected.”

I embraced this philosophy as a student and discovered something amazing. When I did more than what was expected, I learned more, and when I did a lot more than was expected, I learned a lot more. Amazing huh?

Because of my philosophies on grading, I allow you to re-do any assignment at any time during the semester for a better grade. However, the best way to succeed in my class is to not focus on - “what’s my grade” - and instead focus on - “how much can I learn.” If you embrace this, you won’t be re-doing assignments for grades, you’ll be re-doing them in order to learn, and the grade will become secondary as well as take care of itself.

Grading Scale:

A (90 – 100%) B (80 – 89%) C (70 – 79%) D (60 – 69%) F (below 60%)

Attendance:

If you aren’t in class, you aren’t learning the material. Don’t miss class! And, don’t be tardy! Being late or being on time is nothing more than a habit. If you are in the habit of being late, this will be a good time to work on changing that habit to one of being on time. In the career field, being late is a just cause for firing employees, so if you are in the habit of being late, then you can use this class as an opportunity to work on changing that habit. However, I’d rather you were late, than miss class, so if you are running late, please come in quietly and take your seat.

Critiques:

Critiques are a crucial part of learning. During critiques, the instructor and students will offer feedback on your work. The following rules apply to critiques.

1. Be respectful!
2. Give positive and negative feedback. Positive feedback is important to learn what is working and to build confidence. Negative feedback is important because we cannot improve without it. All negative feedback should be as constructive as possible.
3. When receiving a critique, keep an open mind and don’t get defensive. Remember, no one is attacking you or your work. The goal is to learn. You cannot learn with a closed mind or defensive attitude.

Photography Program Internship/Field Study Guidelines (Practicum)

- Student's in Dakota College at Bottineau's (DCB) photography classes will do internship or field study experiences as part of their educational training. These applied experiences will help them to be "job ready" when they enter the profession. The classes for which internship or field study instruction will be provided are as follows:

PHOTO 180

PHOTO 190

PHOTO 200

PHOTO 210

PHOTO 292

PHOTO 232

PHOTO 235

PHOTO 240

PHOTO 250

PHOTO 270

PHOTO 289

- The DCB photography program will not assertively or opportunistically promote its services outside of the campus environment in order to not be in competition with the private sector. The program will take measures that will help prevent it from requisitioning work otherwise accomplished by persons in the profession.
- Pictures taken by photography students as part of their course of study will not belong to them. Ownership rights will lie with the parties for whom the photographs have been taken. Students will sign a waiver stating that the product of their internship or field study photography work belongs to the subjects of the photos or to their representatives.
- All revenue generated by students' internship or field study experiences will be invested back into the program to cover operation and equipment costs. Dakota College students, instructors, or staff will gain no monetary benefit from their participation.
- Students participating in an internship or field study exercise will be supervised and provided guidance by their instructor and advisor. No applied training event will be approved that does not have proper authorization from the photography program's instructor/advisor. However, although the students will be taught and directed by the institution, the actual engagement in the educational experience may or may not be done under direct supervision of their instructor.
- Transportation to the locations where the photos will be taken will not be provided by the institution.

Disclaimer Statement:

The instructor of this course reserves the right to make changes to this syllabus without prior notice.

Tentative Course Outline:

Week 1 -2– Introduction - What is Commercial Photography?

- What is commercial photography
- The view camera
- Equipment

Week 1 -2 – Product

- Product isolation
- Catalogue images
- Shooting on white
- Lighting

Week 1 -2– Post production - product

- Editing
- Image correction
- Image manipulation

Week 3-4 – Food

- Types of food
- The set
- Lighting
- Prep and styling

Week 3-4 – Post production - food

- Editing
- Image correction
- Image manipulation

Week 5-6– Reflective objects

- Glass
- Metal
- Set up
- Lighting
- Controlling reflections
- Prep and styling

Week 5-6– Post production – reflective objects

- Editing
- Image correction
- Image manipulation

Week 7-8– Liquid

- Clear liquids
- Color liquids

- Set up
- Lighting
- Prep and styling

Week 7-8 – Post production - liquids

- Editing
- Image correction
- Image manipulation

Week 9-10– People

- Fashion
- Environmental portraits
- People with products
- Lighting
- Prep and styling

Week 9-10 – Post production - people

- Editing
- Image correction
- Image manipulation

Week 11-12 Architecture

- Outdoor
- Indoor
- Line and design
- lighting

Week 11-12 – Post production - architecture

- Editing
- Image correction
- Image manipulation

Week 13-14 – Photo Illustration

- Concepts
- Planning the shoot
- Putting the pieces together
- Post production

Week 15 – Business practices

- Finding your niche
- Marketing yourself
- Costs you didn't think of
- Getting started