Commercial Photography II

Level 3: Student explored previously; second pathway specific course

Pathway(s): Design & Multimedia Arts

Description

Course emphasizes the needs of commercial photographers with regard to technical expertise, creativity, and professional equipment. Technical aspects include film to digital transfer, lighting, digital image manipulation, alternative processes, large format camera work and stock photography. Creative exploration of subject matter, lighting, color theory and other psychological characteristics in the development of images are studied. A variety of photographic equipment is utilized for the studio and on location. Students are expected to create a portfolio of work for both print and electronic formats.

Student Learning Outcomes

Ethical decision making and compliance

1) Demonstrate an understanding of ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas.
2) Discuss and apply copyright laws in relation to fair use and duplication of images.
3) Model respect for intellectual property when manipulating, morphing, and editing digital images.
4) Demonstrate proper etiquette and knowledge of acceptable use policy including Creative Common laws and licensing.

Career building characteristics

5) Maintain and update a portfolio with information such as work experiences, licenses, certifications, and work samples.
6) Demonstrate skills in evaluating and comparing employment opportunities.
7) Employ planning and time management skills to complete works such as creating quotes and budgeting.

Commercial photography skills

8) Identify photographs for commercial photography.
9) Recognize the elements and principles of art as they apply to a variety of commercial photography projects.
10) Use principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market.
11) Identify appropriate cameras and lenses.
12) Recognize appropriate photographic composition and layout principles.
13) Identify the use of appropriate digital black and white and color photography.
14) Understanding the use of effective photographic lighting techniques, including three-point, studio, portraiture, and product.
15) Recognize the elements of professional quality photographs.

16) Identify the most appropriate types of photographic paper for projects.
17) Recognize appropriate solutions for mounting, matting, or framing photographs.
18) Understand appropriate, current, and industry-standard production process to produce photographs.
19) Evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills.
20) Identify appropriate resolution and digital file formats.
21) Identify and use the principles of design to discuss, analyze, critique, and write about visual aspects of photographic work, including the student's own work.
22) Demonstrate knowledge of principles of design in photographic work with a focus on composition, color, design, shape, shadow, negative space, and background.