

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Industrial and Commercial Photography
CODE NO. : PHT204 **SEMESTER:** 2
PROGRAM: Digital Photography and Imaging
AUTHOR: Colin Crowell
DATE: April 2010 **PREVIOUS OUTLINE DATED:** none

APPROVED:

“B.Punch”

CHAIR

DATE

TOTAL CREDITS: 3

PREREQUISITE(S): College and program admission requirements.

HOURS/WEEK: 3

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For additional information, please contact Brian Punch, Chair,
School of Natural Environment/Outdoor Studies & Technology Programs
(705) 759-2554, Ext. 2681

I. COURSE DESCRIPTION:

This course will focus on studio and location photography with the use of continuous and strobe/flash artificial light so students can learn to photograph for industrial and commercial clients. Wedding, architecture, and sport photography will be some of the topics covered.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Capture professional quality images using the appropriate equipment and techniques;**

Potential Elements of the Performance:

- Proper equipment use
- Demonstrated control of all lighting within an image
- Use of strong compositional elements.

2. **Utilize design elements and lighting techniques to capture images that communicate effectively;**

Potential Elements of the Performance:

- Demonstrated use of appropriate composition and lighting techniques for the subject matter.
- Demonstrated use of different color, lighting and compositional techniques and an understanding of their use.

3. **Create and edit well-designed and technically sound digital images using industry standard software**

Potential Elements of the Performance:

- Assignments and in class labs will require submissions of finished images according to techniques previously demonstrated in the Digital Imaging Class.

4. **Finish and distribute images in a format that meets the needs of the client;**

Potential Elements of the Performance:

- Teacher and Peer evaluations of effectiveness of assignment according to

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parameters and product.

-Assignments and in class labs will require submissions of finished images according to techniques previously demonstrated in the Digital Imaging Class

5. **Critically evaluate the effectiveness of images in written and verbal format;**

Potential Elements of the Performance:

-During in class critiques, the students will participate in discussing not only their own images, but those of other students.

-Presentations of work and concept behind submission.

6. **Develop a portfolio that demonstrates creative and professional skills and abilities in digital image capture and editing;**

Potential Elements of the Performance:

Assignments from this class will be part of year-end portfolio submission.

-Emphasis in this class will be on high-end final product submissions with commercial standards.

7. **Communicate effectively with clients and suppliers to provide high quality services;**

Potential Elements of the Performance:

-Emphasis on proper understanding of assignments and their detailed requirements.

-Discussion about photographing living subjects and the techniques of making the experience enjoyable and effective for both parties.

Discussion about client relationships and satisfying their needs.

8. **Participate in ongoing professional development and adhere to ethical and industry standards;**

Potential Elements of the Performance:

-Students will be encouraged to refer to industry professionals in order to understand current and past styles and the reoccurring relationships between the two.

-In discussions and practice with photographing of a live subject, the students will

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learn about appropriate and ethical practices within the industry.

-Commercial concepts and ethics will be discussed. Students will be expected to demonstrate these practices throughout the semester.

9. **Develop a business plan for the establishment and operation of a photographic services company.**

Potential Elements of the Performance:

-Discussions about product costs, minimum equipment requirements, cost saving solutions, and efficient workflow to ensure maximum profitability.

10. **Numeracy**

Potential Elements of the Performance:

execute mathematical operations accurately

12. **Communication**

Potential Elements of the Performance:

communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. Respond to written, spoken, or visual messages in a manner that ensures effective communication

13. **CRITICAL THINKING & PROBLEM SOLVING**

Potential Elements of the Performance:

apply a systematic approach to solve problems

14. **innovative thinking**

Potential Elements of the Performance:

use a variety of thinking skills to anticipate and solve problems

15. **INFORMATION MANAGEMENT**

Potential Elements of the Performance:

locate, select, organize, and document information using appropriate technology and information systems. Analyse, evaluate, and apply relevant information from a variety of sources

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16. INTER-PERSONALPotential Elements of the Performance:

show respect for the diverse opinions, values, belief systems, and contributions of others

17. PERSONALPotential Elements of the Performance:

manage the use of time and other resources to complete projects

III. TOPICS:

1. Shooting Color. W/B,, Camera settings for accuracy. FLASHwb vs. KELVIN and why AUTO DOESN'T WORK IN STUDIO. Custom profiles. Balance reference cards.... Intro to reflective metering.(ZONE RULER) Paint swatches.
2. Product shooting intro. Lens choice to avoid distortion, Size, color correctness, Literal photograph. Clean backdrop Complimentary color review PRODUCT ON BACKDROP, SET DESIGN!!!! Color cast from over-lit background. DOF for focal point.
3. FILL REVIEW and expansion. IN LINE FILL, tripod/without, Triangle, main and two fills. DISTANCE OF FILL vs. EFFECT ON BACKGROUND. BRIGHTNESS OF LIGHT AND EFFECT ON COLOR(BACKDROP) zone system.
4. Review of set designs, including color brightness and palette. free product shooting. GLASS SHOOTING, LIT FROM BELOW
5. People & Color: color palette of clothes. HIGH KEY!!!
6. HIGH KEY LIGHTSETUP, reduced INTENSITY, ADD MAIN LIGHT. (DAN WINTERS)
7. Intro to storytelling. Styles- appropriateness POWER, KINDNESS, FAMILY... SLIGHT SETUP!!!! Change intensity of positions for different moods, high kickers, low main.
8. people selling products/places/message (CLOTHING AND HAIR, ACCESSORY FEATURE.) LIGHT and pose for texture and poise.
9. People as products, minus the cheese: FAMILY APPROPRIATENESS, BUSINESS SHOT, how to show the client. TRADITIONAL vs. Storytelling.
10. DECONSTRUCTING LIGHTING: TEAR SHEET. FOCAL LENGTH? DISTANCE? SHOOTING ANGLE? MODEL PROPORTIONS? FLASH DISTANCE?
11. Intro to On location lighting. SIMPLE FLAT WALL SHOOTING.

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(STYLES OF BACKGROUND LIGHTING.) LIGHTING WALL FOR
TEXTURE. GOBOS

12. LIGHTING EXTERIOR: SMALL FLASH< expose for ambient,
reduce by 2/3 stop. Add main flash.
13. FREE PORTRAIT:
14. PORTFOLIO REVIEW
15. PORTFOLIO REVIEW

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

All students will be required to use tools and materials specified in the equipment list. In addition students should expect to purchase consumable supplies such as printing paper, mat board, cover stock, etc.

V. EVALUATION PROCESS/GRADING SYSTEM:

All assignments = 100% of the grade.

Students must complete all assignments to achieve credit for the course.

There will be 8 assignments.

6 themed assignments worth 10% each.

2 Free assignments worth 20% each.

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course	

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without academic penalty.

VI. SPECIAL NOTES:

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of "academic dishonesty" in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade "C", (iv) make an automatic

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assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. *<Optional: It is the departmental policy that once the classroom door has been enclosed, the learning process has begun. Late arrivers will not be granted admission to the room.>*

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of *<choose November, March, or June>* will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work.

Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the

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status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

Deductions – Lates and fails

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 10% deduction for each week that it is late. The total late penalty will be deducted from the final grade. Eg: 3 weeks late = 30% deduction from final grade.

Maximum grade for a late assignment is “C”.

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.

Fail:

A fail grade (F) is assessed to an assignment, which has not been executed to a minimum satisfactory “D” grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely redone or corrected according to the instructor’s specific instructions and resubmitted within one week.

Maximum grade for a failed assignment is “C”.

Resubmission Policy:

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student:

- An assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation
- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the Lates and Fails section in this outline.
- The resubmitted project must be accompanied by the original project and the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.
- Assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked “RESUBMISSION” when submitted.
- It must be understood that resubmitted assignments are usually marked with greater scrutiny

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scrutiny than first submissions to take into consideration the learning experiences, practice and longer timeframe available.

- When comparing the original submission grade the student will receive benefit of the higher grade.