

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

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DATE: January 2016 **PREVIOUS OUTLINE DATED:** April 2015

APPROVED: "Colin Kirkwood" Dec/15

	DEAN	DATE

TOTAL CREDITS: 3

PREREQUISITE(S): PHT101; PHT103

HOURS/WEEK: 3

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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. **The graduate has reliably demonstrated the ability to select and use appropriate photographic equipment and techniques to capture quality images* of a variety of subjects, in studio and on location.**

Potential Elements of the Performance:

- Operate a variety of camera types and digital devices (e.g., digital singlelens reflex (DSLR) cameras, digital backs)
- Select the appropriate device, equipment and accessories required for the specific job at hand
- Use basic and advanced camera functions proficiently (e.g., control functions, menus, focus lock, etc.) in both manual and automatic modes
- Select and apply appropriate settings to adjust focus, exposure, shutter speed, aperture, composition, brightness range, lighting, and depth of field
- Use handheld light meters to capture accurate light readings
- Assess and determine the best angles to shoot from in order to achieve intended results
- Select focal length and lenses appropriate to image composition • Select appropriate output file formats (e.g., RAW versus JPEG)
- Operate lighting, metering and triggering equipment, as needed (e.g., flashes, strobes, flash and light meters)
- Apply basic principles of design*, lighting and colour theory to the composition and capture of images in both indoor and outdoor settings

2. **The graduate has reliably demonstrated the ability to employ design elements* and principles* to plan and create visually sound images*.**

Potential Elements of the Performance:

- Use fundamental principles of design* and aesthetics in the creation of visual images
- Determine the essential visual elements and information to include in an image in keeping with its intended purpose and context
- Determine and express visual priorities, hierarchy and organization of visual

elements in a manner that creates visual impact

- Scout appropriate locations and create design sets and backgrounds in accordance with the creative concept and the purpose of the shoot
- Apply different posing techniques to support the creative concept or the requirements of the brief
- Use design principles* such as repetition, rhythm, unity, balance, and the rule of thirds to enhance the overall quality of images.
- Use focusing techniques, including point of focus, in a manner that draws attention to the intended focal point of the image
- Study and apply modern color palettes, compositions and choice of secondary elements in commercial/editorial images.
- Apply techniques for manipulating food and drinks for commercial advertising.

3. **The graduate has reliably demonstrated the ability to use post-production techniques to edit and finish images in formats that meet industry standards and the needs of the client.**

Potential Elements of the Performance:

- Use industry standard photo editing software tools and functions proficiently
 - Select and use a variety of photo editing techniques to achieve the desired results (e.g., cropping, white balance, noise reduction, resizing, brightness, sharpening, colour correction, retouching, etc.)
 - Control and optimize file size and resolution, and choose appropriate file format to ensure that optimum print quality can be achieved from the image file produced
 - Select and use appropriate file formats (e.g., JPEG, TIFF, PSD) in different sizes and resolutions for use with various media, including print (e.g., matte, glossy, canvas, linen),
 - Apply the principles of colour theory (e.g., use of colour, tonal values) to evaluate colour quality and apply corrections where required
 - Use colour management techniques and software tools to provide consistency among use of multiple devices and in final image output
 - Transfer, save, copy, convert and export image files to and from different sources, devices or formats
 - Determine the needs of the client in order to finish and distribute images in a format that meets their expectations
 - Establish criteria to select appropriate images for finishing and distribution
- Assignments and in class labs will require submissions of finished images according to techniques previously demonstrated in the Digital Imaging Class.

4. **The graduate has reliably demonstrated the ability to create lighting schemes* using appropriate techniques, equipment and accessories to produce quality images* that meet the needs of the client.**

Potential Elements of the Performance:

- Create or adapt various lighting schemes* using different types of light (e.g., tungsten, LED, flash, natural light, ambient light) for image capture in studio, indoor or outdoor settings, in both colour, and black and white
- Apply basic physics principles to the capture and modification of various qualities of light
- Use light modifiers (e.g., softboxes, reflectors, umbrellas, snoots, grids, gobos, etc.) and various light sources (e.g., flash, available, natural, mixed, power packs) to create different lighting effects
- Select and use appropriate lighting equipment and accessories to create the desired lighting result
- Create appropriate lighting to suit concept and desired mood, atmosphere or appearance
- Design single and multiple light setups, as needed
- Differentiate and create hard and soft light using techniques such as direction, bounce, and diffusion
- Use various classic lighting positions (e.g., hair light, butterfly, split, broad, short, kicker, fill, main, back) to achieve desired effects
- Use in-camera metering techniques (e.g., spot, averaging) to accurately measure continuous light outputs
- Use handheld light meters and metering techniques to accurately measure light readings and/or determine light ratios in various studio and location scenarios
- Apply knowledge of colour temperature theory to use of lighting (e.g., white balance, colour temperature balance, Kelvin rating)
- Evaluate and apply suitable lighting for various commercial purposes. The graduate has reliably created vastly different styles and looks to suite different client needs.
- Apply proper lighting techniques for surfaces such as glass and metal.

4. The graduate has reliably demonstrated the ability to employ design elements* and principles* to plan and create visually sound images*.Elements of the Performance

- Use fundamental principles of design* and aesthetics in the creation of visual images
- Determine the essential visual elements and information to include in an image in keeping with its intended purpose and context
- Determine and express visual priorities, hierarchy and organization of visual elements in a manner that creates visual impact
- Scout appropriate locations and create design sets and backgrounds in accordance with the creative concept and the purpose of the shoot
- Apply different posing techniques to support the creative concept or the requirements of the brief
- Use design principles* such as repetition, rhythm, unity, balance, and the rule of thirds to enhance the overall quality of images.
- Use focusing techniques, including point of focus, in a manner that draws attention to the intended focal point of the image

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. **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.

III. TOPICS:

Review: Zone System, Reflective Metering, Falloff(inverse square)

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. WB for accuracy. Color Still Life.

1. THE HEAD SHOT
2. Glowing Glass: Commercial Glassware with Label.
3. 2Edge Light
4. Short vs Broad lighting
5. 5 Point Light Setup
6. Under Lighting
7. FILM NOIR: Hard Light Portraiture.
8. DECONSTRUCTING LIGHTING: TEAR SHEET. FOCAL LENGTH? DISTANCE? SHOOTING ANGLE? MODEL PROPORTIONS? FLASH DISTANCE?
9. Group Posing

10. INTERIOR PORTRAIT: SMALL FLASH >shutter drag introduction.
11. Interior Portrait: 1 Light reflector
12. Copy board

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:

Assignments will be weighted equally and will constitute 100% of the student's final grade. An assignment that is missing or below a minimum standard of a D, is equivalent to not meeting course objectives which results in an "F" (fail) grade for the course.

Late assignments and resubmissions will only be accepted up until two weeks before the final day of class.

Attendance:

Attendance will be taken at the beginning & the end of each class. Students not present for both roll calls will be considered absent.

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes. Attendance is mandatory for this course to ensure the course requirements and objectives are met. After 3 absences 10% per class missed will be deducted from the final grade for this course. Ex: 3 classes missed = 30% deducted from final mark.

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 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 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. *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.*

Attendance will be taken at the beginning & the end of each class. Students not present for both roll calls will be considered absent.

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes. Attendance is mandatory for this course to ensure the course requirements and objectives are met. After 3 absences 10% per class missed will be deducted from the final grade for this course.

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 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 20% deduction the moment the assignment is late. 10% is deducted for each week that it is late there after. The total late penalty will be deducted from the final grade of the assignment. Eg: 3 weeks late = 30% deduction from final grade.

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

Late assignments and resubmissions will be accepted up until two weeks before the final day of this class.

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 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.