

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: INTRODUCTION TO STUDIO LIGHTING AND EQUIPMENT

CODE NO. : PHT101 **SEMESTER:** ONE

PROGRAM: DIGITAL PHOTOGRAPHY AND IMAGING

AUTHOR: COLIN CROWELL

DATE: SEPT 2010 **PREVIOUS OUTLINE DATED:** JUNE 2010

APPROVED:

“B.Punch”

CHAIR

DATE

TOTAL CREDITS: THREE

PREREQUISITE(S): COLLEGE AND PROGRAM ADMISSION REQUIREMENTS.

HOURS/WEEK: THREE

Copyright © 2010 The Sault College of Applied Arts & Technology
Reproduction of this document by any means, in whole or in part, without prior written permission of Sault College of Applied Arts & Technology is prohibited.
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 entry-level course will introduce students to the equipment found in a photography studio. Instruction will be provided on use of lights and lighting techniques, use of backdrops, basic lighting for product, portraiture, and group scenarios. The content and skills attained in this course will be a prerequisite for future courses in the program.

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.
- Proper storage and safety
- Proper metering techniques (flash and ambient)
- Proper use of single flash lighting setups.
- Understanding of light quality (soft, hard, bounced, difused)
- Introductory level use of multi flash lighting setups
- Introductory portrait lighting and industry terminology
- Proper use of backdrops
- Proper use of a reflector

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.
- Introductory use of set design elements.
- Use of sketches for pre-planning shoot.

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:

- 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.

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 portfolio level 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.

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 learn about appropriate and ethical practices within the industry.

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 fulfils 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.

16. ***Inter-Personal***

Potential Elements of the Performance:

- Show respect for the diverse opinions, values, belief systems, and contributions of others
- Experience directing an assistant

17. **Personal**

Potential Elements of the Performance:

- Manage the use of time and other resources to complete projects.

III. TOPICS:

1. Intro Equip, Proper use & storage, Safety
2. Metering Ambient, spot & incident
3. Flash metering, flash control 2 light same intensity. Zones N, N-1 N+1....
4. Objects, single light, bounce fill, proximity, light contrast & direction
5. Hard light/soft, lighting positions, backdrops, multi light 1, intro to set design
6. Multi light 2, set design problem solving, (gobo, scrim...)
7. intro to portraiture, head shot, 1 light setup(butterfly, Rembrandt) fill reflector, backdrop proximity.
8. 1 posing, full body, wide vs. long, traditional
9. intro to 3& 5 light, portrait psychology intro
10. Variations hi, low key men women, hardness softness.
11. group portrait, traditional, intro to free lighting group
12. free lighting, demo of problem solving
13. supervised free port. Group assisted (pairs)
14. Rotation from first day
15. Review & supervised free shoot, reshoot.

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	0.00

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:

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 closed, the learning process has begun. Late arrivers will only be granted admission at the Instructors discretion

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.

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 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.