

**PALOMAR COLLEGE**  
**COURSE OUTLINE OF RECORD FOR**  
**DEGREE CREDIT COURSE**

X Transfer Course X A.A. Degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:** PHOT 220 Commercial Photography

**UNIT VALUE:** 3.5

**MINIMUM NUMBER OF SEMESTER HOURS:** 112

**BASIC SKILLS REQUIREMENTS:** Appropriate language skills

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:** PHOT 105

**COREQUISITE:** None

**RECOMMENDED PREPARATION:** None

**SCOPE OF COURSE:**

Considerations of professional technical fundamentals in lighting, film, camera systems, and management as applied in studio and location photography for commercial, advertising, and promotional purposes.

**SPECIFIC COURSE OBJECTIVES:**

The successful student will:

1. Demonstrate a thorough working knowledge of equipment used in the studio and on location for commercial photographic applications.
2. Identify principles of idea conception, styling, prop use, set building, and lighting to visually achieve preconceived objectives.
3. Develop the ability to analyze photographic situations and solve problems encountered during the process of producing a desired image.
4. Evaluate fundamentals of business practices regarding studio management and production of images for marketing purposes.

5. Prepare a portfolio of visual images to illustrate skills acquired for purposes of employment in business and industry.

## **CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

- I. The Studio
  - A. The basic studio
  - B. The daylight studio
  - C. The portable studio
  - D. Specialized studio layouts
  - E. Designing a studio
    1. Basic requirements
    2. Layout
    3. Management
  - F. Additional studio equipment
  - G. Temporary studio
  - H. Studio location work
  - I. Outdoor location lighting
- II. Cameras for the Studio
  - A. 35 mm camera systems
  - B. Roll film/medium format cameras
  - C. Large format/sheet film cameras
- III. Lighting Equipment
  - A. Daylight
  - B. Electronic Flash
  - C. Tungsten
  - D. Light painting
  - E. Lighting accessories/supports
    1. Diffusion
    2. Concentration
    3. Reflection
- IV. Using Light
  - A. Exposure meters
  - B. Measuring exposure
  - C. Lighting techniques
    1. Emphasizing shape
    2. Showing form and weight
    3. Revealing texture
    4. Lighting transparent objects
    5. Controlling reflections
- V. Films for Commercial Photography
  - A. Color materials
    1. Tungsten
    2. Daylight
    3. Negative films
    4. Reversal films

- B. Balancing color
- C. Filtration for color correction
- D. B/W materials
- E. Instant film/Polaroid
- F. Film processing

VI. Business Practices

- A. Licensing
- B. Billing
- C. Estimating jobs/negotiating
- D. Professional working relationships
  - 1. Clients
  - 2. Art directors
  - 3. Editors
  - 4. Others
- E. Copyrights
- F. Advertising photography
- G. Stock photography
- H. Editorial/Illustrative photography
- I. Presentation portfolios and promotion

**REQUIRED READING:**

Professional Photographic Illustration. Rochester: Kodak Publication O-16, 1994.

**SUGGESTED READING:**

Freeman, Michael. The Photographer's Studio Manual. New York: AMPHOTO Books, 1991.

The ASMP Business Bible, a Guide for Professional Media Photographers. Princeton Junction: American Society of Media Photographers, Inc., 1996.

Photo District News.

Related professional photographic periodicals.

**REQUIRED WRITING:**

On each assignment, the student is required to fill out a guide to lighting diagram and make notes about problems incurred, evaluation of process, techniques, and finished result.

**OUTSIDE ASSIGNMENTS:**

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.**

Reading assignments are from the text. Also, much of the image-making process for assignments occurs outside the class, following lectures/demos which introduce the subject assignment, techniques, and objectives to the student.

**INSTRUCTIONAL METHODOLOGY:**

**Check all that apply:**

- lecture
- laboratory
- lecture-laboratory combination
- directed study

**DISTANCE LEARNING:**

**This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**

Yes  No

**If yes, check all that apply:**

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

Overall course grade is based upon the following:

1.	Assignments	60%
2.	Classroom Participation	30%
3.	Final Portfolio	<u>10%</u>
	Total:	100%

Assignments are graded on the following criteria:

- 1. Fulfillment of assignment objectives showing application of techniques
- 2. Technical quality
- 3. Image content
- 4. Presentation

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes  No  Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable: N/A

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**SIGNATURES ON FILE**