

DEPARTMENT: JOURNALISM-PHOTOGRAPHY APRIL, 2009

San Antonio College—1300 San Pedro Ave.—San Antonio, Texas 78212-4299

Course Number and Title: COMM 2372, Commercial Photography

Credit Hours: 3-3-1

Instructor: See Faculty for instructors teaching the course.

Office: Loftin 204 Phone Number: 210-486-1766 or 210-486-1781

Email: See Faculty -- WEB ADDRESS: <http://www.alamo.edu/sac/j-p>

I. Catalog Description: Commercial Photography (3-3-1) Prerequisite: COMM 1318 and COMM 1319 and permission of the instructor.

This course incorporates the use of the various formats and digital capture. Assignments are in product illustrations and architectural photography. Emphasis is on high technical quality, camera perspective control, lighting, and layout ideas that sell.

II. Pre-requisites and other requirements: Students should have successfully completed COMM 1318 and 1319 and by permission of the department coordinator.

III. Text: PHOTOGRAPHY by London-Stone-Upton

IV. Instruction will consist of: Commercial Photography 2372 is a one semester introduction to commercial and advertising photography. The course is designed to extend the students' knowledge of technique with an emphasis on developing the students' own personal style. Students will be exposed to the use of digital capture with emphasis placed on the use of the digital camera and capture software in the studio and on location.

V. Course Content: There will be lighting and compositional demonstrations showing solutions to various products and architectural views. Students will shoot assignments in the commercial studio and on location.

VI.. Learning Outcomes and Performance Objectives with their methods of measurement as used to determine the students' mastery of those outcomes.

Learning Outcome 1: Students will demonstrate their understanding of the various categories of commercial photography, working with clients, using model releases, dealing with models, and portfolio presentation.

Performance Objectives/Methods of measurement for each objective:

1. Students will demonstrate knowledge of categories of commercial photography by turning in images of their work for instructor evaluation and take course exams.
2. Students will demonstrate knowledge of working with clients by participating in actual photo shoots during labs and by completing exams on the subjects.

Learning Outcome 2: Students will demonstrate their understanding digital capture and manipulation as it pertains to commercial photography.

Performance Objectives/Methods: 1. Students will turn in samples of work representing saleable images for instructor evaluation and demonstrate knowledge by completing exams and demonstrating knowledge in presentations to the instructor in the class and lab.

2. Students will demonstrate knowledge of digital cameras and computer skills.

Learning Outcome 3: Students will demonstrate their understanding of lighting various reflective objects using electronic flash and reflectors to produce a commercial image.

Performance Objectives/Methods of measurement for each objective:

1. Students will turn in images of their work for instructor evaluation and demonstrate knowledge by completing exams and writing detailed descriptions of the processes used.

Learning Outcome 4: Students will demonstrate their understanding of architectural photography, fashion photography, lighting, styling food, and other types of lighting.

Performance Objectives/Methods of measurement for each objective:

1. Students will turn in images of their work for instructor evaluation and demonstrate knowledge by completing exams and writing detailed descriptions of the processes used.
2. Students will participate in instructor demonstration of techniques employed in product, architectural, and fashion photography.
3. Students will compile a portfolio of their work to be evaluated at the end of the semester along with course evaluations and review of information learned.

(SCANS COMPETENCIES are only required for courses which are a part of an AAS degree plan.) SCANS COMPETENCIES: See attached for a list of competencies related to the workplace as outlined by the Texas Higher Education Coordinating Board.

VII. Course requirements and grade computation:

1. You must come to class. You must attend both lectures and labs. Roll will be checked at the beginning of lecture and again at the beginning of lab. The instructor can drop a student for excessive absences and or tardiness. If you miss two weeks of class and or lab, you qualify for dismissal according to the college catalog. Talk to the instructor if you have a legitimate reason for being tardy or absent.
2. Turn your assignments in on time. Assignments turned in one week late will have 10 points deducted from that project grade. Any assignment can be redone. Assignments more than 14 days late will not be accepted.
3. All assignments must be photographed by you. All assignments must be shot this semester.

Students are not allowed to shoot nudity or suggestive behavior.

- A. College Requirements: A written, comprehensive final examination, not to exceed two and one-half hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other exams are given at the discretion of the instructor.
A student who must be absent from a final exam should petition their instructor for permission to postpone the exam. A student absent without permission from a final exam is graded "F". Postponed exams result in a grade of "I". The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an "F". (San Antonio College Bulletin, Faculty Handbook-January, 1995).
- B. Departmental Requirement: A student wishing to withdraw from this class during the semester must process a formal withdrawal through the Office of Admissions and Records. Failure to withdraw formally will result in the assignment of a failing grade (F) for the course. You may drop by going to the Office of Admissions and Records, or you may send an e-mail requesting that the instructor drop you from the class. If you do the latter, please be sure to type your full name at the bottom of your request. You also may go by Room 204 of Loftin Student Center to pick up a drop slip. The college bulletin allows absences for the equivalent of two weeks of class, but you will be dropped after that number.
- C. Instructor Requirements:
According to current medical information, some physicians are recommending that pregnant women avoid contact with photographic chemicals. Anyone who is pregnant or suspects pregnancy should immediately consult the instructor. As a pregnancy measure, you will be restricted from exposure to photographic chemicals. To finish the semester, you will be given several options by your instructor.

VIII. College Policies:

A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.

B. Students are urged not to bring children to either a class or a lab. Minors under the age of 12 must not be left unattended on campus. College Academic Council- April, 1998.

C. ADA Statement: "As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of Disability Support Services, CAC 124C, phone: (210-486-0020).

D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, phone: (210-486-0020).

E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. For additional information refer to the "Student Code of Conduct" in the San Antonio College Bulletin.

F. Students are required to silence all electronic devices (e.g., pagers, cell phones, etc.) when in classrooms, laboratories, and the library. College Academic Council, 01/2000.

G. San Antonio College Attendance Policy: Regular and punctual attendance at all classes and laboratories, day and/or evening, is required. A student absent for any reason is responsible for all work missed. Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard to each. Absences of each student are recorded without exception. The counting of absences begins on the first day of class. A student absent the equivalent of two weeks of instruction in a 16 week semester may be dropped by the instructor. If a student is dropped from a class for excessive absences, the instructor will record a grade of "W" (withdraw). It is the student's responsibility to ensure that the withdrawals have been submitted.

H. San Antonio College is a smoke free campus.

I. ACCD DPS Emergency Phone Numbers:

ACCD DPS Emergency Phone 210-486-0995

ACCD DPS General Phone 210-486-0995

ACCD DPS Weather Phone 210-485-0189

J. Students must also abide by the policies, procedures, and rules set forth in the "Student Code of Conduct" and all other policies set forth in the San Antonio College Bulletin.