

Department: Journalism-Photography **Revision Date:**
November 2005
**San Antonio College -- 1300 San Pedro Ave. -- San Antonio,
TX, 78212-4299**

Course Number and Title: PHOT 2372, Commercial
Photography
Credit Hours: 3-3-1

Instructor: See [Faculty](#) for instructors teaching the course.

Office: Loftin 204 **Phone Number:** (210) 733-2870 **FAX:** (210)
733-2868

Email: vipphotos@hotmail.com

Web Address: <http://www.accd.edu/sac/j-p/Vallance.html>

I. Catalog Description: Commercial Photography (3-3-1)
Prerequisite: COMM1318 and COMM1319 and permission of the
instructor.

This course incorporates the use of the 4 x 5 view camera.
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, co-requisites and other requirements:(1)
Students should have successfully completed COMM1318 (Black
and White Photo 1) and COMM1319 (Black and White Photo 2).
(2) Students should be pre-approved by the instructor or the
photography program counselor.

III. Text: Photography by London and Upton

IV. Instruction will consist of: Commercial Photography 2372 is a one-semester introduction to commercial and advertising photography with emphasis placed on the practical uses of the 4 x 5-inch view camera. The course is designed to extend the student's knowledge of technique with an emphasis on developing the student's own personal style. Students will be exposed to the use of the Nikon D1X digital camera with emphasis placed on the use of the digital camera and capture software in the studio.

V. Course Content: There will be six (6) photographic assignments, a midterm exam and a final exam. All grades count equally. If you miss any test it is your responsibility to schedule a makeup test the next time you attend class. Failure to do so will result in a grade of "0" for that test.

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 and dealing professionally with models, portfolio presentation, comparing lenses for large format to those used in 35mm work, and the difference between E-6 and C-41 processing, black and white and Polaroid films.

Performance Objectives/Method(s) of measurement for each objective

1. Students will demonstrate knowledge of categories of commercial photography by turning in transparencies of their work

for instructor evaluation and take course exams.

2. Students will demonstrate knowledge of working with clients and using releases by participating in actual photo shoots during labs and by completing written examinations on the subjects.

3. Students will demonstrate knowledge of lenses by completing written examinations and demonstrating to the instructor in class and lab.

Learning Outcome 2: Students will demonstrate their understanding of 4"x5" cameras, Polaroid backs, loading film and simple product lighting.

Performance Objectives/Method(s) of measurement for each objective

1. Students will turn in transparencies of their work for instructor evaluation and demonstrate knowledge by completing written examinations and demonstrating knowledge in presentations to the instructor in the class and lab.

2. Students will demonstrate knowledge of film loading and product lighting in class demonstrations presented in class and lab and by completing written examinations

Learning Outcome 3: Students will demonstrate their understanding of lighting glass objects using overhead lights and using reflectors to control light in a scene.

Performance Objectives/Method(s) of measurement for each objective

1. Students will turn in transparencies of their work for instructor evaluation and demonstrate knowledge by completing written examinations and writing detailed description of the processes

used.

Learning Outcome 4: Students will demonstrate their understanding of architectural photography, and students will demonstrate their understanding of fashion photography [loose and tight light], lighting and styling food and other types of lighting.

Performance Objectives/Method(s) of measurement for each objective

1. Students will turn in transparencies of their work for instructor evaluation and demonstrate knowledge by completing written examinations and writing detailed description of the processes used.

2. Students will participate in instructor demonstration of techniques employed in architectural and fashion photography.

3. Students will compile a portfolio of their work to be evaluated at the end of the semester.

(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: The requirements for this course are simple:

(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. One class absence in this night class equates to three absences in a daytime class. 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. Projects in progress will receive a working grade. Any assignment

may be redone. Assignments 14 days late will have 20 points deducted from that project. Assignments more than 14 days late will not be accepted.

(3) Do your own work. You must photograph all assignments. All assignments must be shot this semester. Do not turn in projects or photographs that were not shot for this class. No old work. Assignments turned in that were not shot specifically for this class will receive a grade of zero.

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. The appropriate dean must approve any exceptions to these requirements. Other examinations are given at the discretion of the instructor.

A student who must be absent from a final examination should petition that instructor for permission to postpone the examination. A student absent without permission from a final examination is graded "F." Postponed examinations 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, your instructor will give you.

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 twelve (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) 733-2347.

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) 733-2347.

E. **Academic Dishonesty:** Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary 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, cellular 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) 222-0911

ACCD DPS General Phone (210) 208-8099

ACCD DPS Weather Phone (210) 208-8189 (For information on college closures)

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](#).