



Commercial Photography

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Tutorials: before or after school

Course Description

Commercial photography is only one of the many disciplines of professional photography. This course develops students' skills and knowledge in commercial photography projects. Students will also develop the knowledge and skills necessary to analyze customer needs and preferences, apply the principles of art to photographs, and develop photographs using a variety of production processes. The most important thing you can bring away from this course is a new sense of vision. Your goals will be to further your appreciation of light, discover meaning in images rather than words, and learn how to make images important and powerful in their own right.

Course Requirements

Prerequisites:

This course is recommended for students in Grades 11-12. Recommended prerequisites: Business and Information Media (BIM), and required core classes

Software:

Adobe Photoshop, Adobe Camera RAW, Adobe Lightroom and Microsoft Office (all provided)

Materials:

Pen, pencil, paper, notebook (not provided)

Text:

Eismann, Katrin, Seán Duggan, Tim Grey, and Deke McClelland. *Real World Digital Photography*. Berkeley, CA: Peachpit, 2004. Print.

Portfolios

Each student will be required to create a personal professional portfolio. Personal Skills and Knowledge, as well as successful completion of advanced credit via universities, community college and professional exams will be maintained. This professional documentation will prove to be useful throughout your lifetime.

Material & Fees

A \$52.00 supply fee is associated with this course. This fee is for the following: course text, portfolio, ID, computer use, use of computer software, ACA testing, books, use of cameras and printing equipment.

Students are not required to have their own camera for this class, however, students with their own cameras are highly encouraged to bring them to class.

Grading

The following grading percentages will serve as a basis for the grades for this class:

Projects and Tests:

30% - All projects and tests are included in this category.

Daily Work:

50% - All activities, study guides, daily assignment and activities, group activities and homework as assigned.

Warm ups:

20% - All activities completed during the beginning of class and current events (specifically in the field of education) that are due every Friday.

Make-Up Work

- It is the student's responsibility to acquire missing/missed assignments/notes and to make arrangements with teacher for due dates.
- Late work will only be accepted in certain circumstances. Deducted points and different due dates will be given on a case by case basis.

Classroom Expectations and Rules**Rules:**

1. All policies in the STUDENT HANDBOOK will be followed.
2. This classroom is food and drink-free area. All beverages and food should be consumed elsewhere.
3. Clean your work area and push your chair in when you leave the classroom.
4. If you miss or are late to a class, you are responsible for all information discussed, distributed, or shown, as well as any assignments due or tests given.
5. Participation in all class activities is expected. All work should be created for this class; use of assignments or materials created for other classes is not appropriate.
6. The use of cell phones or other electronic devices is disruptive, and is therefore prohibited during class.
7. All submitted work must be your own, and it is imperative that you accurately cite all sources in your work. Any violation of these rules will be considered plagiarism and treated as such.

Dress Code:

You will be expected to maintain a professional appearance at all times. ATC dress code is likely different from the dress code enforced at your home campus. The instructor reserves the right to determine the appropriateness of any attire. If in doubt about this dress code all questions should be directed to the instructor.

Daily Procedures:*Upon Entering the Classroom -*

- 1.) Sign in on the attendance clipboard.
- 2.) Review status of any current assignments.
- 3.) Turn in any homework assignments.
- 4.) If you have been absent, see instructor for any questions/concerns about missed work.
- 5.) Write down your response to the daily warm-up and prepare for class.

Consequences:

- **First Offense:** Any student breaking the above rules will be given a verbal warning.
- **Second Offense:** The teacher will discuss the offense with the student and will make written documentation of the offense. Depending on the severity of the offense, a parent could be contacted and/or an office referral for disciplinary action.
- **Third Offense:** The student will be assigned a detention.

Outline of Class

The following topics will be discussed in class: safety, workplace ethics, leadership, history of photography, basic camera operations, image capturing, editing, printing, portfolio presentation and introduction to entrepreneurship. Specifically, projects and activities we will be doing will include (but not be limited to) the following:

- To become proficient at the technical aspect of photographing with a digital camera and working with those images including digital editing, saving, sizing, posting and printing of those images.
- Learn how to academically analyze photos and sets of photos.
- Learn how to explain your work/artwork to both the public viewer and the consumer and possible employers.
- Learn how to create your own softboxes for lighting purposes.
- Learn the ins and outs of HDR and panoramic photography.

- To develop and practice skills using digital photography tools and the Internet including emailing and posting to a web site.
- Learn the ins and outs of portrait photography.
- Learning how to market oneself as a freelancer in a competitive world.
- To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and to apply that appreciation to your own work.
- To develop the habit of looking closely at the visible world around you in order to represent it in terms of aesthetics.
- To begin to learn about the history and aesthetics of fine art photography and to apply that understanding to your completed assignments.
- To understand the use of all tools found in Adobe's photo-related software.
- Optimizing electronic images for print and for the web

Denton ISD Equal Opportunity Statement:

Denton ISD does not discriminate on the basis of race, religion, national origin, sex, or disability in providing education or access to benefits of education services, activities and programs, including vocational programs, in accordance with title VI of the Civil Rights Act of 1964, as amended; Title XI of the Educational Amendments of 1972; Section 504 of the Rehabilitation Act of 1973, as amended; and Title II of the Americans with Disabilities Act. Inquiries regarding these policies should be directed to the Executive Director of Human Resources (940) 369-0000

Classroom TEKS

§130.91. Commercial Photography (One to Two Credits).

(a) General requirements. This course is recommended for students in Grades 10-12. Recommended prerequisite: Graphic Design and Illustration or Art I.

(b) Introduction. Careers in commercial photography require skills that span all aspects of the industry from setting up a shot to delivering products in a competitive market. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the commercial photography industry with a focus on creating quality photographs.

(c) Knowledge and skills.

(1) The student applies academic knowledge and skills in commercial photography. The student is expected to:

(A) apply English language arts knowledge and skills by demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as brochures; and

(B) apply mathematics knowledge and skills by identifying whole numbers, decimals and fractions applied to measurement, percentages, depth of field, aperture, resolution, and scale; demonstrating knowledge of arithmetic operations; using conversion methods such as fractions to decimals and inches to points; and applying measurement to solve a problem.

(2) The student applies professional communications strategies. The student is expected to:

(A) adapt language for audience, purpose, situation, and intent such as structure and style;

(B) organize oral and written information;

(C) interpret and communicate information, data, and observations;

(D) give formal and informal presentations;

(E) apply active listening skills;

(F) listen to and speak with diverse individuals; and

(G) exhibit public relations skills.

(3) The student understands and examines problem-solving methods. The student is expected to employ critical-thinking and interpersonal skills independently and in teams to solve problems.

(4) The student applies information technology applications. The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.

(5) The student understands commercial photography systems. The student is expected to analyze and summarize the history and evolution of commercial photography.

(6) The student applies safety regulations. The student is expected to:

(A) implement personal and workplace safety rules and regulations; and

(B) follow emergency procedures.

(7) The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:

(A) employ leadership skills;

(B) employ teamwork and conflict-management skills;

(C) conduct and participate in meetings; and

(D) employ mentoring skills.

(8) The student applies ethical decision making and understands and complies with laws regarding use of technology in commercial photography. The student is expected to:

(A) exhibit ethical conduct related to interacting with others such as client confidentiality, privacy of sensitive content, and providing proper credit for ideas;

- (B) discuss and apply copyright laws in relation to fair use and duplication of images;
 - (C) model respect for intellectual property when manipulating, morphing, and editing digital images; and
 - (D) analyze the impact of photography on society, including concepts related to persuasiveness, marketing, and point of view.
- (9) The student develops employability characteristics. The student is expected to:
- (A) identify and participate in training, education, or certification for employment;
 - (B) identify and demonstrate positive work behaviors and personal qualities needed to be employable;
 - (C) demonstrate skills related to seeking employment to find and obtain a desired job;
 - (D) create a career portfolio to document work experiences, licenses, certifications, and work samples; and
 - (E) examine employment opportunities in entrepreneurship.
- (10) The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks.
- (11) The student develops an increasing understanding of commercial photography. The student is expected to:
- (A) research career opportunities and qualifications in photography;
 - (B) research the history and evolution of photography;
 - (C) analyze principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market;
 - (D) analyze and apply the elements and principles of art to photographs;
 - (E) demonstrate knowledge of different types of cameras and lenses and their applications to photography;
 - (F) demonstrate knowledge of good photographic composition and layout;
 - (G) demonstrate knowledge of the characteristics of different types of photographic media;
 - (H) demonstrate knowledge of the basics of black and white and color photography processes;
 - (I) demonstrate knowledge of photographic lighting techniques;
 - (J) identify characteristics of various types of photographic paper;
 - (K) demonstrate an understanding of standard conventions for mounting, matting, and framing;
 - (L) produce a variety of photographs using current, industry-standard production processes; and
 - (M) evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills.

Signature Page

I, _____ (PRINT NAME), understand the above class rules and procedures
and will agree to follow them.

Student signature

Date

Parent or Legal Guardian

Date

Parent's/Guardian's e-mail and daytime phone:

Detach this page and return to your instructor.

Keep the rest of this syllabus in your notebook.