

COURSE SYLLABUS
Southeast Missouri State University

Department of Industrial and Engineering Technology

Course No.: **TG 384**

Title of Course: **Commercial Photography**

New, Fall 2005

I. Catalog Description and Credit Hours of Course:

Commercial Photography deals with photographic techniques, skills, theory, materials and processes required to produce quality studio-based commercial photography. (3 Credit hours; Contact hours - 1 hour lecture, 4 hours laboratory).

II. Prerequisites: TG 284 (C or better)

III. Purposes or Objectives of the Course:

Upon completion of this course the student should be able to:

- A. Produce studio-based commercial photographs that incorporate general artistic fundamentals such as rhythm, balance, repetition and contrast
- B. Describe the structure and function of the common medium format cameras
- C. Properly use a medium format camera to record images in a studio setting
- D. Safely handle materials in the darkroom and other processing equipment
- E. Print B&W and color enlargements
- F. Expose and process color photographic film
- G. Differentiate between and explain the uses of different types of photographic film
- H. Differentiate between different types of photographic chemicals
- I. Evaluate and identify quality studio-based commercial photographs
- J. Perform photographic lighting techniques for portraits, products, and still lives
- K. Critique photographs to identify problems and potential remedies
- L. Create a professional portfolio to showcase commercial photographic proficiency

IV. Expectations of Students:

- A. Class attendance and participation are required, both lecture and lab.
- B. Students are required to read the assigned chapters for discussion and lab.
- C. Assignments are designed to be completed in class. The instructor reserves the right to refuse completed work if student's attendance is inadequate to insure originality of work.
- D. Assignments will only be accepted on the due dates provided unless previous arrangements are made or student provides a written medical doctor's excuse.
- E. Students are expected to complete all assignments.
- F. Student work will be completed in accordance with Code of Student Conduct (<http://www6.semo.edu/judaffairs/code.html>).
- G. Assignments may not be turned in to department secretary.
- H. No assignments are to be turned in Finals' Week.
- I. Cell phones, pagers, etc. must be turned off in class.
- J. In a professional environment, work areas are kept clean. In keeping with a professional attitude toward fellow students, always clean your area before leaving.

V. Course Content or Outline:

The following concepts, principles and types of photography will be addressed throughout the semester:

Topics Addressed in Course	Time on Topic
A. B & W hot light single portrait	2 wks
B. B & W hot light portrait of 2 or more persons	1 wk
C. B & W product	1 wk
D. B & W still life	1 wk
E. B & W cold light single portrait	1 wk
F. B & W cold light portrait of 2 or more persons	1 wk
G. Color hot light single portrait	1 wk
H. Color hot light portrait of 2 or more persons	1 wk
I. Color product	1 wk
J. Color still life	1 wk
K. Color cold light single portrait	1 wk
L. Color cold light portrait of 2 or more persons	1 wk
M. Portfolio	2 wks

VI. Textbook and Other Required Materials or Equipment:

Warren, B. (2002). Photography. Second Edition, New York: Delmar Publishing Company.

VII. Basis for Student Evaluation:

A. Students will be evaluated based on the following:

1. Quality of photographs – 55
2. Exams – 30%
3. Written and oral critiques – 10%
4. Portfolio – 5%

A. Evaluation is based on a total cumulation of points earned on all assignments and reflected as a percentage of 100.

Grading Scale

- A= 100 - 90%
- B= 89 - 80%
- C= 79 - 70%
- D= 69 - 60%
- F= Below 60%