

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: GRPH XXX Department: Graphic Arts Technology  
Course Title: Advertising Photography Semester: Fall Year: 2006

Objectives/Competencies

Course Objective	Competencies
<p>1. Students will take professional studio photographs of glassware, opaque, metallic and reflective objects, suitable for use in catalogs or other advertising publications.</p>	<ol style="list-style-type: none"><li>1. Demonstrate the camera angle(s) that show the object most effectively to the viewer.</li><li>2. Demonstrate the proper placement of lighting to create a white line, black line, and both black and white lines around glassware.</li><li>3. Demonstrate the proper use and lighting of translucent tent to evenly light multi-planed reflective objects.</li><li>4. Demonstrate the method of creating a tent around an object to evenly light multi-planed reflective objects.</li><li>5. Demonstrate the proper use of camera angle and lens selection to produce a non-distorted photograph of object.</li><li>6. Determine the background color for an object and size of the photograph to fit the appropriate publication need.</li><li>7. Determine the appropriate amount of depth-of-field in the image and set the lens aperture accordingly.</li></ol>

Course Objective	Competencies
<p>2. Students will take professional studio photographs of food items, suitable for advertising applications.</p> <p>3. Students will be knowledgeable of current fashion trends, and take professional photographs suitable for fashion and clothing advertisements.</p> <p>4. Students will demonstrate effective communication skills with clients to discuss their specific needs.</p>	<ol style="list-style-type: none"> <li>1. Demonstrate the proper use of sprays and glycerin to keep the food looking fresh during the photography.</li> <li>2. Demonstrate the proper selection and placement of tableware, glassware, and silverware to make a professional photograph.</li> <li>3. Demonstrate the appropriate lighting of the food to produce an aesthetically pleasing photograph.</li> <li>4. Demonstrate the proper setup and holding methods of hot and cold food items for photography.</li> <li>5. Study current photography trends in the food industry.</li> </ol> <ol style="list-style-type: none"> <li>1. Study current fashion trends within all visual media.</li> <li>2. Choose appropriate background color that works effectively with clothing article(s) and model to be photographed.</li> <li>3. Choose appropriate props to augment the clothing article(s) and model to be photographed.</li> <li>4. Choose appropriate location to augment the clothing article(s) and model to be photographed.</li> <li>5. Determine the proper lighting type for both studio and on-location fashion photography.</li> <li>6. Demonstrate the proper posing and camera angle for models and products used in fashion photography.</li> </ol> <ol style="list-style-type: none"> <li>1. Demonstrate how to work effectively with the client, model, and art director through a variety of role-playing activities.</li> </ol>

Course Objective	Competencies
<p>5. Students will be knowledgeable of current photographic business practices, including the set up and operation of a small photography business.</p> <p>6. Students will produce an advertising publication using his/her own photography and graphic design skills.</p>	<ol style="list-style-type: none"> <li>1. Determine actual operating costs involved in cost of goods sold.</li> <li>2. Research current local photography rates to determine appropriate business rate structure.</li> <li>3. Research current state law regarding the collection of sales tax.</li> <li>4. Learn how to work with an accountant to learn how to manage business expenses and comply with state and federal law regarding filing income taxes.</li> <li>5. Determine the best methods of advertising and marketing to reach intended clients.</li> <li>6. Put together a strong portfolio of professional work to show intended clients.</li> <li>7. Prepare a business plan to acquire lender financing.</li> <li>8. Research and purchase required photography equipment.</li> </ol> <ol style="list-style-type: none"> <li>1. Using professional graphic design software and design skills learned in courses within the Digital Photography program, create and produce a professional-quality catalog or other marketing publication showcasing the student's advertising photography and graphic design skills.</li> </ol>