

Enrollment Management
10/15

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE
ACADEMIC AFFAIRS

Course Number: GAT-251 Class/Lect. Hours: 2 Lab Hours: 3 Credits: 3 Dept.: Graphic Com. & Photography
Course Title: Advertising Photography Semester: Spring Year: 2017

Course Description, Prerequisite, Corequisite:

An advanced photography course requiring students to produce images that command the viewer's attention. The student will develop strong artistic and technical visual problem-solving abilities, primarily in a studio environment, but several carefully-controlled on-location projects are assigned. Product photography, fashion photography, food photography, and editorial photography will be emphasized. In addition, photography students work closely with STCC's Cosmetology program, photographing professionally-styled models. Additional course emphasis will be on client communication, professional business practices, and publication design. The student will produce an advertising piece using his/her own photographic and graphic design skills. Critiques are held to provide the student feedback regarding his/her work.

Prerequisite: GAT-152 or by permission of the instructor.
Corequisite(s): GAT-251L

OBJECTIVES/COMPETENCIES

Course Objectives	Competencies
1. Take professional studio product photographs, suitable for use in print- and web-based catalogs or other advertising publications.	1. Demonstrate the camera angle(s) that show the object most effectively to the viewer. 2. Demonstrate the proper placement of lighting to create a white line, black line, and both black and white lines around glassware. 3. Demonstrate the proper use and lighting of translucent tent to evenly light multi-planed reflective objects. 4. Demonstrate the method of creating a tent around an object to evenly light multi-planed reflective objects. 5. Demonstrate the method for lighting diamonds, jewelry, and semi-precious stones with specular light sources and mirrors. 6. Demonstrate the proper use of camera angle and lens selection to produce a non-distorted photograph of object.

2. Take professional studio photographs of food items, suitable for advertising and editorial applications, and food-related product photography.

3. Be knowledgeable of current fashion trends, and take professional photographs suitable for fashion and clothing advertising.

4. Take professional fashion photographs of professionally-styled models from STCC's Cosmetology program.

7. Determine the background color for an object and size of the photograph to fit the appropriate publication need.
8. Determine the appropriate amount of depth-of-field in the image and set the lens aperture accordingly.

1. Demonstrate the proper use of sprays and glycerin to keep the food looking fresh during the photography.
2. Demonstrate the proper selection and placement of tableware, glassware, and silverware to make a professional photograph.
3. Demonstrate the appropriate lighting of the food to produce an aesthetically pleasing photograph.
4. Demonstrate the proper setup and holding methods of hot and cold food items for photography.
5. Study current photography trends in the food industry.

1. Study current fashion trends within all visual media.
2. Choose appropriate background color that works effectively with clothing article(s) and model to be photographed.
3. Choose appropriate props to augment the clothing article(s) and model to be photographed.
4. Choose appropriate location to augment the clothing article(s) and model to be photographed.
5. Determine the proper lighting type for both studio and onlocation fashion photography.
6. Demonstrate the proper posing and camera angle for models and products used in fashion photography.

1. Follow standard protocol for proper studio and light placement and lighting ratios, and exposure guidelines as demonstrated by the instructor.
2. Choose appropriate props to augment the clothing article(s) and model to be photographed.
3. Photograph Cosmetology models using proper posing and camera angles used for fashion photography in the studio using 8 standard poses.

4. Choose appropriate location(s) that work effectively with clothing article(s) and model to be photographed using proper posing and camera angles used for fashion photography.
5. Determine the proper lighting type for both studio and onlocation fashion

5. Demonstrate effective communication skills with clients to discuss their specific needs.

6. be knowledgeable of current photographic business practices, including the set up and operation of a small photography business.

7. Students will produce an advertising publication using his/her own photography and graphic design skills.

photography using existing light, speedlights, or Profoto B1 lighting.

1. Meet with stylists and models to assess their needs and set a course of action.
2. Interact with model to create an environment that is conducive to the photographic venture.

3. Continue to keep lines of communication open throughout the shoot and adapt to the wishes and needs of the client.

1. Determine actual operating costs involved in cost of goods sold.

2. Research current local photography rates to determine appropriate business rate structure.

3. Research current state law regarding the collection of sales tax.

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.

5. Determine the best methods of advertising and marketing to reach intended clients.

6. Put together a strong portfolio of professional work to show intended clients.

7. Prepare a business plan to acquire lender financing.

8. Research and purchase required photography equipment.

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.