

Enrollment Management  
10/15

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE  
ACADEMIC AFFAIRS

Course Number: GAT-152 Class/Lect. Hours: 2 Lab Hours: 3 Credits: 3 Dept.: Graphic Com. & Photography  
Course Title: Advanced Professional Photography Semester: Spring Year: 2018

**Course Description, Prerequisite, Corequisite:**

This is an advanced photography course using computer-based technologies. The student will use professional photographic and studio lighting equipment in the production of high quality photographic images. In addition, the student will learn advanced software techniques for image processing and the manipulation of digital images. There will be many demonstrations covering a wide variety of professional photographic techniques, including portrait, product, and macro photography. The students will also learn the basics of professional wedding photography. Students are given picture-taking assignments to hone their composition and perspective skills. Critiques are held to provide the student feedback regarding his/her work. Professional mounting and presentation techniques shall also be demonstrated.

Prerequisite: GAT-150 or by permission of the instructor.  
Corequisite(s): GAT-152L

**OBJECTIVES/COMPETENCIES**

Course Objectives	Competencies
<p>1. The student will learn how to use Adobe Lightroom image processing and Adobe Raw Converter software to professionally process Raw image captures.</p> <p>2. The student will demonstrate how to take professional portraits that concentrate on posing, lighting, clothing, and backgrounds.</p>	<p>1. Demonstrate how to import Raw images into a Lightroom catalog and process the resulting digital image to achieve a desired effect.</p> <p>2. Demonstrate how to export the processed image for use in different software applications.</p> <p>3. Demonstrate how to export the processed image into the appropriate resolution for specific viewing or printing applications.</p> <p>4. Demonstrate how to manage metadata to allow advanced image searches and adding copyright information and watermarking.</p> <p>1. Demonstrate how to properly pose the subject's head, hands, shoulders, and legs.</p>

3. The student will apply a variety of professional studio lighting and modifiers to produce a wide variety of studio photography.

4. The student shall learn how to make professional on location environmental portraits and editorial photographs.

5. The student shall demonstrate how to effectively use flash and location lighting techniques.

6. The student shall demonstrate how to make professional product photographs of reflective, opaque, and transparent objects.

2. Demonstrate how to use lighting and modifiers to create the desired effect used in professional portraiture.
3. Demonstrate how to best match the subject's complexion, hair color, and clothing with background colors and design to produce the desired professional portrait effect.

1. Demonstrate the effect of scrims on the subject.
2. Demonstrate the effect of different soft box sizes and shapes on the subject.
3. Demonstrate the effect of different umbrella sizes, depths, and colors on the subject.
4. Demonstrate the effect of different reflectors and beauty dishes on the subject.
5. Demonstrate the effect of different grids on softboxes and reflectors on the subject.
6. Demonstrate the effect of direct flash on the subject.

1. Apply previously-learned posing and lighting techniques to make on location environmental photographs.
2. Demonstrate how to use on and off camera flash lighting for portraits to create the desired effect.
3. Choose the appropriate focal length lens that will convey the desired effect.

1. Demonstrate the proper use of on-camera speedlights and appropriate modifiers to use on location photo shoots.
2. Learn the benefits of professional off-camera flash lighting systems for a variety of location lighting options.
3. Recognize when existing light can be used effectively without modification.

1. Demonstrate how to use the light table and different size tents for reflective products.
2. Demonstrate how to use backlighting and reflectors for reflective products.
3. Demonstrate how to use continuous and flash lighting for a variety of different products used in catalog and commercial photography.

7. The student shall demonstrate how to make macro photographs.

1. Demonstrate how to use a macro lens and control the very narrow depth of field.
2. Demonstrate how to use specialized flash lighting systems designed for macro photography.
3. Demonstrate how to use reflectors with existing light or artificial lighting to create the desired effect.

8. The student shall professionally mount and/or display a photograph.

1. Demonstrate how to professionally mount a photograph onto photographic mount board using spray adhesives.
2. Demonstrate how to professionally mount cut a window mat to display photographic images.
3. Demonstrate how to professionally frame a photograph.

9. The student shall learn the basics of professional wedding photography.

1. The student shall learn the types of photographic equipment needed to perform professional wedding photography, the costs involved, and the business side of the industry.
2. The student shall research current wedding photography trends and practice how to achieve those effects using the industry magazine publication *Rangefinder* to research how professional photographers work and their recommendations to industry professionals.
4. The student shall learn how to set pricing that is appropriate to their skill levels and geographic area.

10. The student shall critique the student's own work, and the work of others.

1. Identify which elements of an image work effectively using visually aesthetic and technical criteria, and be able to communicate suggestions to the photographer in a non-threatening, supportive manner.
2. Self-critique own photography to identify which elements of an image work effectively using visually aesthetic and technical criteria, and apply that information to improve his/her own work.