

IV. Place of Course in College Curriculum

- A. Free Elective
- B. Program Elective in the AFA Visual Arts, AA Studio Arts degree options.
- C. According to the njtransfer.org website this course will transfer to most four year institutions as a program elective in Photography, a general arts elective or as a general elective in Arts and Humanities.

V. Outline of Course Content

This course explores the following topics:

- A. Professionalism: understanding client expectations, outlining scope of assignments, and delivering as promised. Working with ad agencies, art directors, and modeling agencies.
- B. Equipment, supplies, and resources: Camera formats and applications (large, medium, and 35MM), characteristics of film and digital, testing and balancing, professional labs (conventional and digital printing).
- C. Lighting: Studio (high key, low key, medium key, and portrait) and location (natural light and strobe).
- D. Large format (loading film, camera operation, perspective control, and Polaroid back usage).
- E. Business Skills: Marketing, self promotion, getting started, taxes, paperwork, rates and fees, copyright and legal issues.
- F. Photography styles: fashion, product (still life), editorial, portraiture, photographic illustration.

VI. Educational Goals and Learning Outcomes

A. General Education Goals

Students will:

1. produce a portfolio of photographs that reflect creative thought. (G.E. 1)
2. apply the technology of photography at a more advanced level. (G.E. 3)
3. develop working relationships with clients to meet the client's needs. (G.E. 2)

B. Learning Outcomes:

Students will be able to:

1. demonstrate an advanced level of skills in processing photographic materials
2. apply lighting techniques to different photographic situations.
3. identify different photographic styles used in the commercial world.
4. demonstrate the ability to handle a large format camera.
5. apply business skills related to the field of commercial photography.
6. develop a portfolio of professional photographs.

VII. Modes of Teaching and Learning

- A. Lecture/Discussion
- B. Laboratory

VIII. Papers, Examinations, and other Assessment Instruments

- A. Art Work
- B. Research Papers
- C. Quizzes
- D. Portfolios
- E. Critiques

IX. Grade Determinants

- A. Art work, portfolios, critiques, written exams and papers will be used to assess the learning outcomes listed above.

X. Text and Materials

- A. Suggested Textbook: Souders, Rick, The Art and Attitude of Commercial Photography, Watson-Guption/Amphoto, 2002
- B. Students must supply their own:
 1. manually operated camera
 2. film
 3. developing tank
 4. photographic printing paper
 5. processing services for color or digital output
- C. The college supplies photographic chemistry

XI. Resources

- A. Darkroom facilities
- B. Classroom equipped with a critique wall