

## **Beginning Commercial Photography ART 347**

### **Course Description**

Beginning Commercial Photography is a three-credit course in the study of commercial photography's many aspects. We will focus on lighting, portraiture, still life and product, as well as other commercial applications depending on the season and clients. This class is designed as a primer to help students find their field of focus in commercial photography.

### **Learning Outcomes –**

In this class you will learn how to use a variety of lighting from continuous to studio strobe, use a color correction chart, basics on maintaining a working studio, improve personal and social skills of a commercial photographer.

### **Mandatory Supplies**

#### **PLEASE NOTIFY ME BEFORE PURCHASING ANYTHING**

- **Digital camera** that shoots in RAW with spare battery
- **Memory Cards** for your camera, not just one!
- Minimum **8-16 GB Flash Drive**, or **external hard drive**
- **Tripod** – it is important when selecting a tripod to make sure that it can support the weight of your camera and lens.
- **Notebook/Sketchbooks** for notes, handouts, and contact sheets

#### **Non-mandatory (but highly recommended) Supplies**

- Color Correction card
- Cable release or wireless release. (\$35.00)
- Light meter (if not a feature of your camera). (\$190.00+)

These items may be purchased at B&C Cameras, Fry's Electronics, Best Buy, KEH.com

### **Library and Information Resources:**

We do not have a required text book for this class. I do encourage reading outside of the class. The Lied Library on campus is the best library in the city. They have a nice collection of photography and art books. Other resources that can be found online:

[www.photoshouser.com](http://www.photoshouser.com)  
[www.grainedit.com](http://www.grainedit.com)  
[www.strobist.blogspot.com](http://www.strobist.blogspot.com)

### **GRADING:**

1. Meeting Assignment Requirements (40 points)
  - Content/Concept
  - Correct lighting techniques
  - Correct specifications for uploading to blog and printing

2. Craftsmanship (30 points)

- Clean layout
- Good quality of printing
- Good composition

3. Creativity (20 points)

- Originality and Effort

4. Meeting Assignment Deadline (10 points)  
10 points

93-100 = A      73-76 = C

90-92 = A-      70-72 = C-

87-89 = B+      67-69 = D+

83-86 = B      63-66 = D

80-82 = B-      60-62 = D-

77-79 = C+      0-59 = F

**FINAL EXAM: Wed. Dec 9th 6 p.m.- 8 p.m. IN STUDIO**

### UNLV Policies

**Academic Misconduct** – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the **Student** Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <http://studentconduct.unlv.edu/misconduct/policy.html>.

**Copyright** – The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary

action under University policies. Additional information can be found at:  
<http://www.unlv.edu/provost/copyright>.

**Disability Resource Center (DRC)** – The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to me during office hours so that we may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach me before or after class to discuss your accommodation needs.

**Religious Holidays Policy** – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes, **January 30, 2015**, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit:  
<http://catalog.unlv.edu/content.php?catoid=6&navoid=531>

**Incomplete Grades** - The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

**Tutoring** – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at:  
<http://academicsuccess.unlv.edu/tutoring/>.

**UNLV Writing Center** – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and

two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

**Rebelmail** – By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always [@unlv.nevada.edu](mailto:@unlv.nevada.edu). **Emailing within WebCampus is acceptable.**

**Final Examinations** – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.

### **ART 347 COURSE CALENDAR FALL 2015**

Aug 24 - Intro to class, review rules, studio tour, practice setting up for still life A1

Aug 26 - Equipment review, demo macro capabilities, practice using 1 light set-up and w/ cube. Daylight white balance plus others

- Show lighting examples, Practice using 1 light set-up, w/ cube, sphere and cone, Practice using 2 light set-up  
(Assemble gear for next session next door)

Aug 31 - Practice using 2 light set-up, DO EXPOSURE EQUATIONS, tether show light meter in action.

Sep 2 - Practice using 3 light set-up, introduce light modifiers. Demo B & W conversion. Show layout examples and how to bring in images white balance.

Sep 9 - CRITIQUE Assignment 1, show examples of fruit and vegetables images  
Practice A2 in class

Sep 14 - A2 Fruits and Vegetables in class, Get ideas for A3

Sep 16 - CRITIQUE A2, present images of product items, demo display , shooting glass ,practice

Sep 21 - Work on A3 Product in class, studio time

Sep 23 - Work on A3 Product in class, studio time

Sep 28- CRITIQUE A3, present images of portraits and basic headshot w/ 1 light introduce 2nd light and light shaping tool reflectors/ bounce cards.

Sep 30 - Continue working with 2nd and 3<sup>rd</sup> light, background, hair, side and fill

Oct 5 - Introduction to Studio Strobes  
Assign layout for badges and handout cards (Dress Blacks)

Oct 7- Begin basic portable strobes  
Work with single strobe in class with umbrella and reflector and posing

Oct 12 - Work with 1 strobe in class with umbrella and reflector and posing on campus

Oct 14 - Work with 2 strobes in class with modifiers and posing

Oct 19 - Work with 3 strobes in class with modifiers (get subjects for A5 Environmental Portraits)

Oct 21 - A4 FREE HEADSHOTS (Dress Blacks)

Oct 26- A4 CRITIQUE  
Intro to A5 Environmental Portraits  
A6 Fashion START LOOKING FOR MODELS

Oct 28 - A5 Environmental Portraits

Nov 2 - A5 Environmental Portraits  
FINAL ASSIGNMENT SEND OUT!

Nov 4 - A6 Fashion

Nov 9 - A6 Fashion

Nov 16 - A6 CRITIQUE, Assign and work on Final **A7 Interpretations of Paintings**

Nov 18 - **A7 Interpretations of Paintings** OPEN LAB FOR FINAL ASSIGNMENT

Nov 23 - **A7 Interpretations of Paintings** OPEN LAB FOR FINAL ASSIGNMENT

Nov 25- **A7 Interpretations of Paintings**

Nov 30 **A7 Interpretations of Paintings**

Dec 2 **A7 Interpretations of Paintings** PRINT FINAL PIECES

Dec 9th- **FINAL EXAM Wed. Dec 9th 6 p.m.- 8 p.m. IN STUDIO**