VCPH-2050: COMMERCIAL STUDIO TECHNIQUES I

Cuyahoga Community College

Viewing: VCPH-2050 : Commercial Studio Techniques I

Board of Trustees:
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Academic Term:
Fall 2020

Subject Code
VCPH - VC-Photography

Course Number:
2050

Title:
Commercial Studio Techniques I

Catalog Description:
Introduction to the use of strobe lighting and direct digital capture in commercial studio and location photography environments. Topics include an introduction to portraiture, product, food, fashion, and advertising photography. Efficient workflow in the creation and post-production of appropriately formatted digital files. Students must have their own digital camera with adjustable settings and the ability to capture in Camera RAW format. College specified digital printing paper and portfolio box also required.

Credit Hour(s):
3

Lecture Hour(s):
2
Lab Hour(s):
3

Requisites

Prerequisite and Corequisite
VCPH-1450 Digital Imaging I, or concurrent enrollment; and VCPH-2260 Photography II, or concurrent enrollment; or departmental approval: submission of portfolio of photographys.

Outcomes
Course Outcome(s):
A. Produce high quality technical and creative solutions in a variety of commercial photographic studio and location environments.

Objective(s):
1. 1. Create technically sound image files in a studio environment including the use of direct capture.
2. 2. Demonstrate mastery of post production techniques of digital files using Camera RAW, Lightroom and Photoshop.

Course Outcome(s):
B. Apply artificial lighting to produce effective photographic solutions in product, portrait and fashion assignments.

Objective(s):
1. 1. Operate A/C and battery powered strobe lighting in studio and location environments.
2. 2. Discuss the visual impact of lighting technique on the content of a photograph.
3. 3. Understand the mechanics of camera, lighting and grip equipment associated with a photo studio.

Course Outcome(s):
C. Apply specific lighting techniques to a variety of situations to create successful lighting outcomes.

Objective(s):
1. 1. Make appropriate lighting decisions to produce the most aesthetically pleasing outcome when photographing people
2. 2. Effectively utilize a wide range of styling techniques to photograph food in a pleasing manner
3. 3. Acquire appropriate props and models for a specific project.

Methods of Evaluation:
1. Group evaluation of assignments
2. Verbal and written instructor feedback of assignments related to technical and aesthetic problem solving
3. Writing
4. Participation

Course Content Outline:
1. Artificial lighting equipment
   a. Continuous light sources
      i. reflector floods
      ii. spots
      iii. tungsten (hot) lights
      iv. quartz
      v. HMI (Hydragyrum Medium-arc Iodide) daylight color temperature balanced lights originating in the film industry
   b. Electronic strobe and flash units
   c. Light modifiers and accessories
      i. reflectors
         1. umbrellas
         2. flats/cards
      ii. scrims, diffusers
      iii. snoots, barndoors
      iv. clamps, stands, booms
   d. Flash meters
2. Quality of light
   a. Natural light vs. artificial light
   b. Color temperature and various light sources
   c. Direct vs. diffused light, hard vs. soft light
   d. Directional lighting
3. Studio lighting techniques using multiple light sources
   a. Choosing the right light for the job
   b. Key light, fill light, background light
   c. Kicker lights for accent
   d. Light modifiers for fill and accent
4. Metering techniques for studio lighting
   a. Lighting ratios
   b. Incident vs. reflected metering
   c. Using a flash meter with strobe lighting
5. Using strobe lights
   a. Safety concerns and procedures
   b. Modeling lights and flash bulbs
6. Photographing a headshot
   a. Technical considerations
   b. Sociological considerations
   c. Creative problem solving
7. Photographing artwork
   a. 2-D
   b. 3-D
8. Photographing food
9. Tabletop photography
   a. objects in a group
   b. Objects photographed separately for compositing
   c. Shiny objects
10. Props

11. Costuming
12. Finding the right model
13. Business practices and considerations
14. Lighting styles
    a. History of commercial photographic lighting styles
    b. Lighting for portrait and fashion
    c. Lighting for tabletop still life
    d. Lighting for glassware and metallic objects
    e. Lighting for editorial work (mixing natural and artificial light sources.)

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Resources

Hunter,Fil, Biver, Steven, Fuqua, Paul. *Light, Science Magic: An Introduction to Photographic Lighting.* 4th. Waltham, MA: Focal Press/ Elsevier, 2012.

Child, John. *Studio Photography Essential Skills.* 4th. Waltham, MA: Focal Press/Elsevier, 2009.

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www.pdnonline.com. "Photo District News Magazine"

Resources Other

1. Photography studio web sites
    a. http://www.russellleephoto.com
    b. http://www.ritamaas.com
    c. http://www.neleman.com
    d. http://vegaphoto.net
    e. http://www.trgreality.com
    f. http://www.kpphoto.com
    g. http://www.billydelfs.com
2. Organizations
    a. http://www.flakphoto.com (http://www.flakphoto.com/)
    b. http://www.santafeworkshops.com
    c. http://www.mainemedia.edu
    d. www.asmp.org (http://www.asmp.org)
    e. https://www.spenational.org
    f. http://www.icp.org (http://www.icp.org/)
3. Equipment
    a. www.bogenphoto.com (http://www.bogenphoto.com)
    b. www.sinarbron.com
    c. www.mamiya.com
    d. http://www.paulcbuff.com (http://www.paulcbuff.com/)
4. Other Resources
    a. http://www.martinevening.com
    b. www.acecam.com/cr-menu.html
    c. www.photolib.noaa.gov
    d. www.photography.cicada.com
    e. www.onlinephotography.com
    f. www.governmentguide.com/govsite
    g. http://www.pdnonline.com/pdn/PDN-Edu-179.shtml
    h. http://www.pdnonline.com/pdn/index.shtml
    i. http://www.blurb.com
    j. http://www.lulu.com
    k. http://www.livebooks.com (http://www.livebooks.com/)
    l. http://otherpeoplespixels.com (http://otherpeoplespixels.com/)
    m. Moughamian, Dan. Adobe Digital Imaging How To"s. Berkely, CA: Adobe Press/Peachpit, 2011.
    n. www.nypl.org/research/chss/spe/art/photo/photo.html

5. VisCom department DVD library, Tri-C Library, OhioLink (through Tri-C Library)A variety of instructor provided handouts covering technical, creative, and business principles and practices.
6. Lab facilities: access to digital post-production and printing facilities, lighting and grip equipment can be signed out with permission, access to internet.

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