

VCPH-2550: COMMERCIAL STUDIO TECHNIQUES II

Cuyahoga Community College

Viewing: VCPH-2550 : Commercial Studio Techniques II

Board of Trustees:

2012-05-24

Academic Term:

Fall 2020

Subject Code

VCPH - VC-Photography

Course Number:

2550

Title:

Commercial Studio Techniques II

Catalog Description:

Advanced lighting and camera techniques for commercial studio and location photography. Concept development for photo illustration. 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-2050 Commercial Studio Techniques I, and VCPH-1450 Digital Imaging I, or departmental approval: submission of portfolio of photographs.

Outcomes

Course Outcome(s):

1.

Objective(s):

1. Mastery of skills involved in the exposure, post-production and output of electronic files as related to advanced studio based assignments.
2. Produce sophisticated visual solutions to a wide range of specific client based commercial studio problems.
3. Apply a variety of high level lighting techniques and styles to resolve a wide range of commercial photo illustration assignments.
4. Apply sophisticated conceptual skills in creation of visual solutions to photographic assignments.
5. Assume a variety of roles and work smoothly as part of a team in a studio environment.
6. Use sophisticated verbal skills to describe one's own work.
7. Use sophisticated verbal skills to interpret and give feedback to peer group.
8. Display highly refined skills in working with food, models, props and costuming, hair and make up.
9. Produce an action plan for entering the workplace.

Methods of Evaluation:

1. Multi-layered digital files submitted for all assignments
2. Written instructor response

3. Verbal instructor response
4. Group critique and discussion of assignment results

Course Content Outline:

1. Studio based photographic illustration
 - a. Visualizing concepts
 - b. Brainstorming ideas
 - c. Planning a shoot
 - d. Narrative, storytelling and illustration
 - e. Illustrating a point of view
 - f. Metaphor, symbol, and icon
2. Advanced lighting techniques for tabletop still life
 - a. Conceptualizing a still life
 - b. Lighting and shooting for a digital composite
 - c. Light modifiers and accessories
 - i. Flags, dots
 - ii. Fill cards
3. Advanced lighting techniques for portraiture
 - a. Lighting for mood
 - i. umbrellas
 - ii. reflectors
 - iii. soft boxes
 - iv. Flags and spots
 - b. Mixing light sources
 - c. Conceptualizing a portrait
4. Lighting styles: historical and contemporary photography
 - a. Advanced lighting techniques for portrait and fashion
 - b. Advanced lighting techniques for tabletop still life
 - c. Advanced lighting techniques for glassware and metallic objects
 - d. Advanced lighting techniques for editorial work
5. Advanced metering techniques for studio lighting
 - a. Incident vs. reflected metering
 - b. Lighting ratios
 - c. Advanced techniques using flash meters
6. Business of photography
 - a. Working with a client
 - b. The creative team
 - i. Client
 1. Direct
 2. Ad agency, design firm or independent graphic designer
 - ii. Creative Team
 1. Photographer
 2. First assistant
 3. Second assistant
 4. Stylist
 - c. Conceptualizing the image
 - d. Art directing
 - e. Taking art direction
 - f. Working with stylists
 - g. Finding and using effective props
 - h. Ethical issues and behavioral protocols
 - i. Responsibilities
 - j. Loyalties
 - k. Intellectual property issues
7. Fashion
8. Catalog shooting
9. Advanced Food photography
10. Advertising photography
11. Multiple File Compositing

- a. Lighting considerations
- b. Post production techniques

Resources

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

Mark Galer. *Photographic Lighting: Essential Skills*. 4th. Burlington, MA: Focal Press/Elsevier, 2008.

Resources Other

1. Photography studio web sites
 - a. <http://www.russellephoto.com>
 - b. <http://www.trgreality.com>
 - c. <http://www.kpphoto.com>
 - d. <http://www.taxelimagegroup.com>
 - e. <http://www.neleman.com>
 - f. <http://www.billydelfs.com>
 - g. <http://www.ritamaas.com>
2. Organizations
 - a. <http://www.pdnonline.com/pdn/PDN-Edu-179.shtml>
 - b. <http://www.pdnonline.com/pdn/index.shtml>
 - c. <https://www.spenational.org>
 - d. <http://www.flakphoto.com> (<http://www.flakphoto.com/>)
 - e. <http://www.santafeworkshops.com>
 - f. <http://www.mainemedia.edu>
 - g. <http://www.icp.org> (<http://www.icp.org/>)
3. Equipment
 - a. www.mamiya.com
 - b. www.acecam.com
 - c. www.sinarbron.com
 - d. www.bogenphoto.com (<http://www.bogenphoto.com>)
 - e. <http://www.paulcbuff.com> (<http://www.paulcbuff.com/>)
4. Other Resources
 - a. <http://www.lulu.com>
 - b. <http://www.blurb.com>
 - c. www.nypl.org/research/chss/spe/art/photo/photo.html
 - d. www.governmentguide.com/govsite
 - e. www.onlinephotography.com
 - f. www.photography.cicada.com
 - g. www.photolib.noaa.gov
5. VisCom department DVD library, Tri-C Library, OhioLink (through Tri-C Library)
6. Instructor provided handouts covering technical, creative, and business principles and practices.
7. 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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