

VCPH-2761: PHOTOGRAPHY FOR MEDIA PUBLICATION

Cuyahoga Community College

Viewing: VCPH-2761 : Photography for Media Publication

Board of Trustees:

January 2023

Academic Term:

Fall 2023

Subject Code

VCPH - VC-Photography

Course Number:

2761

Title:

Photography for Media Publication

Catalog Description:

Introduction to the technical, aesthetic, business and ethical issues in a range of photographic practices including editorial, wedding, event, and photojournalistic settings. 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, and VCPH-2050 Commercial Studio Techniques I, and VCPH-2260 Photography II, or departmental approval: submission of portfolio of photographs.

Outcomes

Course Outcome(s):

Plan, create and do post-production work of a variety of editorial style photo shoots.

Objective(s):

1. Demonstrate technical competence in lighting techniques used for editorial, wedding, event and photojournalistic settings.
2. Demonstrate technical competence in camera techniques used for editorial, wedding, event and photojournalistic settings..
3. Explain photo editing, sequencing and narrative techniques used for photojournalism.

Course Outcome(s):

Utilize proper business practices when working on editorial, wedding, and event photograph shoots.

Objective(s):

1. Identify and discuss legal issues, responsibilities, and business practices of editorial, wedding and event photography as well as those applying to photojournalism.
2. Discuss ethical considerations of a photo journalist.
3. Explain and administer the required permissions, business forms and contracts used in the commercial photography field.
4. Demonstrate verbal skill in articulating intention and result in your photographic work.

Methods of Evaluation:

- a. Demonstration of understanding of equipment mechanics and techniques
- b. Group evaluation of assignments
- c. Verbal and written instructor feedback

Course Content Outline:

- a. Location scouting
 - i. Permissions
 - ii. Understanding the movement of the sun
 - iii. Coordinating schedules with photographic subjects and location personnel
- b. Environmental Portraiture
 - i. Accurately metering a scene
 - ii. Using AC powered strobes
 - iii. Using battery powered strobe lights
 - iv. Using Speedlights and Speedlites
 - v. Creating a balanced strobe-lit portrait outdoors
 - vi. Creating a balanced strobe-lit portrait indoors (mixed temperature available light)
 - vii. Creating a balanced strobe lit portrait outdoors at sunset
 - viii. Creating a balanced strobe lit portrait outdoors at sunset that includes continuous artificial light sources in the scene
 - ix. Photographing pairs and groups
- c. Wedding Photography
 - i. Getting work
 - ii. Business basics
 - iii. Equipment requirements
 - iv. Developing services
 - v. Delivering results - FTP sites
- d. Event Photography
 - i. Logistics
 - ii. Equipment
 - iii. On the job protocol
- e. Photojournalism
 - i. Wire Services/Out of Town News Sources (Stringer)
 - ii. History of photojournalism
 - iii. History of journalistic styles
 - iv. History of technology
 - v. Groundbreaking photo journalists
 - vi. Photojournalism ethics
 - vii. Aesthetics of photojournalism
 - 1. Effect of presence of photographer on image content
 - 2. Words and image: an interdependent relationship
 - 3. Narrative story telling
- f. Tools, tips and tricks of the trade
 - i. Camera equipment
 - ii. Lighting equipment
 - iii. Grip equipment
 - iv. Interpersonal
 - v. Do's and Don'ts
- g. Camera technique
 - i. Balanced mixed light exposure theory and practice
 - ii. Shutter drag
 - iii. Camera tilt or *Dutch angle*
- h. Electronic flash technique
 - i. On camera-direct, diffused, bounced
 - ii. Canon Speedlites™ and Nikon Speedlights™
- i. Business practices
 - i. Working with editors, publishers, writers
 - ii. Working with a predetermined layout

- iii. Business of Photography
- iv. Ethics
 - v. Client relations
- vi. Paperwork
- j. Preparation for a shoot
 - i. Checklists
 - ii. Avoiding Single Point Failure
- iii. Packing and Stacking
- iv. *Premeditatio Malorum*
 - v. The McGyver Principle
- vi. Creative problem solving on location

Resources

Jones, Lou, et al. *Speedlights and Speedlites: Creative Flash Photography at Light Speed*. 2nd ed. Routledge, 2021. ISBN-13: 9780240821443. eText ISBN: 9781136098215

Lindsay Adler. *The Photographer's Guide to Posing Techniques to Flatter Everyone*. 1st ed. San Rafael, CA, Rocky Nook, 2017. ISBN-139781681981949

Lovegrove, Damien. *The Complete Guide to Professional Wedding Photography*. 1st. Waltham MA: Focal Press, 2007.

Resources Other

- a. Moughamian, Dan. *Adobe Digital Imaging How To's*. Berkely, CA: Adobe Press/Peachpit, 2011.
- b. Evening, Martin. *The Adobe Photoshop Lightroom 3 Book: The Complete Guide for Photographers*. 1st ed. Berkeley, CA: Adobe Press, 2010.
- c. Photo District News. <https://pdnonline.com/>
- d. <https://www.angelomerendino.com/>
- e. <https://www.rogermastroianni.com>, 2021.
- f. <http://www.robbhill.com/>, 2023.
- g. <https://rickyrhodes.com/>
- h. <http://www.peterlaronphoto.com/>
- i. <https://viipphoto.com/>
- j. <https://dinalitovsky.com/>, 2020.
- k. <https://www.petesouza.com/>
- l. <https://www.stacykranitz.com/>
- m. <http://www.bryanschutmaat.com/>
- n. <https://www.tombrenner.net/#1>
- o. <http://www.emilykask.com>
- p. <https://www.callaghanohare.com>
- q. <https://www.nicolecraigne.com>
- r. <https://jonathankannair.com/>
- s. <https://cleveland.aiga.org>
- t. <http://www.editorialphoto.com/>
- u. <http://www.pdnonline.com/pdn/index.shtml> (<http://www.pdnonline.com/pdn/index.shtml/>)
- v. <https://www.spenational.org/>
- w. <https://ediblecleveland.com/>
- x. <https://www.perfectlyimperfectproduce.com/>
- y. <http://lens.blogs.nytimes.com/>
- z. <http://www.ai-ap.com/>
- aa. <http://www.socialdocumentary.net/>
- bb. <http://www.platonphoto.com/menu/>
- cc. <https://portfolio.joemcnally.com/index> (<https://portfolio.joemcnally.com/index/>)

- dd. <https://www.magnumphotos.com/>
- ee. <http://www.obrienphotography.com/>
- ff. <http://www.edwardburtynsky.com/>
- gg. <https://www.stevemccurry.com/>
- hh. <http://www.martinschoeller.com/>
- ii. <http://www.icp.org/>
- jj. Kanopy, available through the Cuyahoga County Library system. <https://www.cuyahogalibrary.org/Borrow/Digital-Collection.aspx>
Kanopy is an award-winning video streaming service providing access to more than 30,000 independent and documentary films # titles of unique social and cultural value from The Criterion Collection, The Great Courses, Media Education Foundation, and thousands of independent filmmakers. You are able to access Lynda.com here.
- kk. VisCom department DVD library, Tri-C Library. See hours of availability at <https://www.tri-c.edu/learning-commons/library/index.html> (<https://www.tri-c.edu/learning-commons/library/>)
- ll. OhioLink (through Tri-C Library)
- mm. A variety of instructor provided handouts covering technical, creative, and business principles and practices.
- nn. Lab facilities: access to digital post-production and printing facilities, lighting and grip equipment can be signed out with permission.

Instructional Services

OAN Number:

Transfer Assurance Guide OCM011

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