VCPH-2770: COMMERCIAL STUDIO TECHNIQUES III

Cuyahoga Community College

Viewing: VCPH-2770 : Commercial Studio Techniques III

Board of Trustees:

March 2020

Academic Term:

Fall 2020

Subject Code

VCPH - VC-Photography

Course Number:

2770

Title:

Commercial Studio Techniques III

Catalog Description:

Covers essential hand skills relevant to work in a commercial photography studio including basic construction, painting, food handling and product styling. Team based assignments will introduce students to client-based workflow from initial contact to concept development to deliverables. Guest speakers and field experience will expose students to professionals and real-life work environments. Students must show mastery in tethered capture and digital post-production skills.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

VCPH-2450 Digital Imaging II, or concurrent enrollment; and VCPH-2550 Commercial Studio Techniques II or departmental approval with submission of portfolio of photographs.

Outcomes

Course Outcome(s):

Apply knowledge of the photography industry to work as a successful member of a photographic team.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1.   Explain the needs of a commercial photography studio and how they support the studio's client's needs.
2.   Perform the job duties for various roles of a photographic team.
3.   Utilize professional business communications and protocols with employers, clients team members and guest speakers.
4.   Perform hand skills that support a commercial photography studio including   construction, painting, product assembly, product and prop styling and food handling and styling.
5.   Develop a creative sensibility and a high level of professionalism to be prepared to enter the competitive workplace.
7.   Utilize project management skills to complete assigned tasks in accordance with specified project needs.

Methods of Evaluation:

1. Written feedback from instructor
2. Verbal feedback from instructor

3. Verbal feedback from class peer group
4. Midterm progress reporting (if student is earning an unsatisfactory grade at midpoint in semester)

Course Content Outline:
1. Basic Construction
    a. Sets – creating a physical space
        i. Design skills
        ii. Tools, techniques and material terminology
        iii. Framing walls and windows
        iv. Flats/shooting surfaces from found materials
        v. Diffusion panels
    b. Painting
        i. Prep and painting
        ii. Textures
            1. Faux finishes
            2. Sponging
            3. Marbling
            4. Stippling
            5. Rag finish
        iii. Tools and techniques
2. Basic studio maintenance
    a. Helping to create a welcoming environment
        i. Day to day
        ii. Hospitality for the client
    b. Cleaning as you go
        i. Breaking down a set
        ii. Sweeping and mopping
3. The mindset of a valuable studio assistant
    a. Service and support
        i. To the client
        ii. To the studio
        iii. To the photographer
    b. "Moving without the ball" – always looking for something that needs to be done
    c. OHIO – Only Handle It Once. The mentality of working with forethought and efficiency
    d. Keeping your mouth closed, your hands full and your feet moving. This doesn't mean that you don't have an opinion, suggestion or solution, it means understanding your role and waiting to be asked for the aforementioned. It also doesn't mean never standing still or having a nervous, distracting energy; see "moving without the ball."
4. Learn and apply Focus Stacking photography and image combination techniques.
    a. Technical capture parameters
    b. Post-capture image processing
5. Project Management
    a. Creative Problem Solving
    b. Pre-production
        i. Assess Client needs
        ii. Send related images or samples
        iii. Develop estimate
        iv. Client meetings and communication
            1. Assess client assets needs
            2. Main shot list
            3. "Grabs" - quick beautiful vignettes, tight details
            4. Short (3-5 second) videos for use in social media
        v. Brain storming
        vi. Bidding and Proposals
        vii. Mood Boards
        viii. Prop acquisition
        ix. Confirmation
            1. Assign job number
            2. Assign hold dates

      3. Assemble team

      4. Pre-production meeting with Client, Team, Ad Agency reps

  c. In house project tracking

    i. Google Docs

    ii. MS One Drive

    iii. Expand

  d. Product handling procedures

    i. Product intake and tracking

    ii. assembly, disassembly and return

  e. On set

    i. Teams configured

    ii. Communication

      1. Clear and courteous on-set demeanor

      2. Collaborative conversations to confirm direction and discuss any scope changes

      3. Confirmations

      4. Approval (on site or via email)

  f. Post shoot

    i. Retouching and compositing

    ii. Output images at different sizes and formats specific to client's needs (ex. High-res tiff and low-res jpg)

    iii. Delivery via FTP (in house or third party)

    iv. Archiving for client's needs

      1. specific terms of how long you will have clients available to them (1 year? 5 years? Indefinitely?)

      2. access and usage procedures clearly defined

6. Food Photography

  a. Apply specific lighting techniques to a variety of situations to create successful lighting outcomes.

    i. Make appropriate lighting decisions to produce the aesthetically pleasing outcomes when photographing food

    ii. Acquire appropriate props and models for a specific project.

  b. Styling

  c. Nomenclature

  d. Tools

  e. Techniques

  f. Work with a local food centered business to tell their story

Resources

Lavine, Joseph and Bartholomew, Brad. *Lighting for Photographers: An Introductory Guide to Professional Photography*. 2nd ed. New York, NY, 2019. 2019.

Child, John. *Studio Photography Essential Skills*. 4th ed. Waltham, MA: Focal Press/Elsevier, 2008. 2008.

Resources Other

1. Photography studio web sites

  a. https://www.burklehagen.com/

  b. http://www.trgmultimedia.com

  c. http://www.kpphoto.com

  d. https://www.downiephoto.net/

  e. http://danlagmedia.com/

  f. https://www.rachelvargacreative.com/

2. Equipment

  a. https://doddcamera.com/

  b. https://www.bhphotovideo.com/

  c. www.captureone.com (http://www.captureone.com)

  d. https://www.heliconsoft.com

  e. https://profoto.com/us (https://profoto.com/us/)

  f. https://www.paulcbuff.com/

  g. https://www.manfrotto.com/us (https://www.manfrotto.com/us/)

  h. https://store.suttonhardware.com/departments (https://store.suttonhardware.com/departments/)

3. Other Resources

    a. The Grip Guide Podcast - great overviews of everything from coiling stingers, making an assistant kit, understanding c-stands, etc. https://player.fm/series/the-grip-guide (https://player.fm/series/the-grip-guide/)

    b. Krogh, Peter. The DAM Book 3.0. 3rd ed. Dam Useful Publications, 2018. ISBN-13:978-0990666783

    c. http://www.martinevening.com

    d. https://www.pdnonline.com/

    e. https://phlearn.com   See instructor for access details

    f. https://blinkbid.com/

    g. https://www.lynda.com/   See instructor for access details

    h. https://www.commarts.com/

    i. http://thedambook.com

4. A variety of instructor provided handouts covering technical, creative, and business principles and practices.

5. 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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