COURSE SYLLABUS
Southeast Missouri State University

Department of Industrial and Engineering Technology          Course No.: TG 384

Title of Course: Commercial Photography                             New, Fall 2005

I. Catalog Description and Credit Hours of Course:
Commercial Photography deals with photographic techniques, skills, theory, materials and processes required to produce quality studio-based commercial photography. (3 Credit hours; Contact hours - 1 hour lecture, 4 hours laboratory).

II. Prerequisites: TG 284 (C or better)

III. Purposes or Objectives of the Course:
Upon completion of this course the student should be able to:

A. Produce studio-based commercial photographs that incorporate general artistic fundamentals such as rhythm, balance, repetition and contrast
B. Describe the structure and function of the common medium format cameras
C. Properly use a medium format camera to record images in a studio setting
D. Safely handle materials in the darkroom and other processing equipment
E. Print B&W and color enlargements
F. Expose and process color photographic film
G. Differentiate between and explain the uses of different types of photographic film
H. Differentiate between different types of photographic chemicals
I. Evaluate and identify quality studio-based commercial photographs
J. Perform photographic lighting techniques for portraits, products, and still lives
K. Critique photographs to identify problems and potential remedies
L. Create a professional portfolio to showcase commercial photographic proficiency

IV. Expectations of Students:

A. Class attendance and participation are required, both lecture and lab.
B. Students are required to read the assigned chapters for discussion and lab.
C. Assignments are designed to be completed in class. The instructor reserves the right to refuse completed work if student's attendance is inadequate to insure originality of work.
D. Assignments will only be accepted on the due dates provided unless previous arrangements are made or student provides a written medical doctor's excuse.
E. Students are expected to complete all assignments.
F. Student work will be completed in accordance with Code of Student Conduct (http://www6.semo.edu/judaffairs/code.html).
G. Assignments may not be turned in to department secretary.
H. No assignments are to be turned in Finals’ Week.
I. Cell phones, pagers, etc. must be turned off in class.
J. In a professional environment, work areas are kept clean. In keeping with a professional attitude toward fellow students, always clean your area before leaving.
V. Course Content or Outline:

The following concepts, principles and types of photography will be addressed throughout the semester:

<table>
<thead>
<tr>
<th>Topics Addressed in Course</th>
<th>Time on Topic</th>
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</thead>
<tbody>
<tr>
<td>A. B &amp; W hot light single portrait</td>
<td>2 wks</td>
</tr>
<tr>
<td>B. B &amp; W hot light portrait of 2 or more persons</td>
<td>1 wk</td>
</tr>
<tr>
<td>C. B &amp; W product</td>
<td>1 wk</td>
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<tr>
<td>D. B &amp; W still life</td>
<td>1 wk</td>
</tr>
<tr>
<td>E. B &amp; W cold light single portrait</td>
<td>1 wk</td>
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<tr>
<td>F. B &amp; W cold light portrait of 2 or more persons</td>
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<td>G. Color hot light single portrait</td>
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</tr>
<tr>
<td>M. Portfolio</td>
<td>2 wks</td>
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</table>

VI. Textbook and Other Required Materials or Equipment:


VII. Basis for Student Evaluation:

A. Students will be evaluated based on the following:

1. Quality of photographs – 55
2. Exams – 30%
3. Written and oral critiques – 10%
4. Portfolio – 5%

A. Evaluation is based on a total cumulation of points earned on all assignments and reflected as a percentage of 100.

Grading Scale
A= 100 - 90%
B= 89 - 80%
C= 79 - 70%
D= 69 - 60%
F= Below 60%