COURSE SYLLABUS
Southeast Missouri State University

Department of: Industrial & Engineering Technology
Course No: TG286

Title of Course: Commercial Studio Photography
Revision: New

Instructor: Dr. David A. Baird
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Location: Polytechnic 111

I. Catalog Description and Credit Hours
This course is designed to build on the student’s ability to employ photographic techniques learned in previous courses to commercial studio practices. The emphasis for this course is on principles and practices of studio photography for commercial applications. (3 credit hours)

II. Prerequisite(s):
TG285 – Commercial Photographic Lighting

III. Purposes or Objective of the Course:
After completion of this course, the student should be able to:
1. Relate the development of the various genres of studio photography;
2. Describe how photography changed our lives;
3. Describe how society changed photography styles;
4. Analyze photographs to explain composition based on lines, patterns, & shapes;
5. Explain how photographic technique can influence the emphasis and communication of an image;
6. Produce images focused on communication through photographic design;
7. Describe the process of working with a studio director;
8. Create images that are guided by client demands on layout;
9. List the role and responsibilities of the studio director;
10. Complete a series of projects that reflect the process of working with a studio director;
11. Manage studio resources to produce commercial images;
12. Apply the principles of lighting ratios, contrast, and exposure to commercial photographs;
13. Demonstrate how the use of light can create form;
14. Analyze different photographs to determine the studio setup used to create them;
15. Describe the specific characteristics of different image capture media;
16. Analyze various photographs to determine which media was used to capture the image;
17. Demonstrate mastery of aperture, shutter speed, and focal length to illustrate their effect on visual communication;
18. Demonstrate mastery of camera and lighting techniques to make creative images;
19. Produce images that demonstrate a mastery of the interplay of light and subject;
20. Create still life images in the studio;
21. Create images of people to reflect specific moods and personalities;
22. Create images on location using lighting techniques.

IV. Expectations of Students:
Class work/projects must be turned in on the due date. Late work will not be accepted. Exceptions due to special circumstances (such as a death in the immediate family) must be arranged with the professor as soon as possible. Quizzes may not be made up.

Work on each project must be performed in the classroom or laboratory at the University. Work completed entirely outside the classroom will not be accepted. This has become necessary in order to assure the work was performed by the student.
V. Course Content or Outline:
1. Genres One week
2. Communication Design One week
3. The Studio Setup & Management One week
4. Light Characteristics One week
5. Exposure One week
6. Image Capture Two weeks
7. Creative Controls One week
8. Studio Lighting One week
9. Studio Lighting - Still Life Two weeks
10. Studio Lighting - People Two weeks
11. Lighting on Location Two weeks

VI. Textbook(s) and/or Other Required Materials or Equipment:

Storage media: CD-R disks are required for storage of the final project. Optionally, students may wish to bring an external USB drive.

Resources: Equipment and materials in the lab and additional references in Kent Library, as needed by individual students, to fulfill design and writing assignments.

VII. Basis for Student Evaluation:
Grading:
Class Exercises 30%
Assignments 50%
Portfolio 15%
Participation 5%

Letter Grades:
100-90 A
89-80 B
79-70 C
69-60 D
59 & lower F

VIII. Academic Honesty:
Academic honesty requires that students do not cheat, use another students’ work in place of their own (plagiarism), or knowingly assist another to do so. Unauthorized access to or changing of grades on examinations is one form of academic dishonesty. Honest is expected from each student.

Academic dishonesty is an offense against Southeast Missouri State University. A student who has committed an act of dishonesty has failed to meet a basic requirement of satisfactory academic performance. Any act of dishonesty may result in class failure and further action by the University.

IX. Disability Statement:
If you have special needs addressed by the Americans with Disabilities Act and need course materials in an alternate format, notify your instructor immediately. Reasonable efforts will be made to accommodate your special needs.