



PHO 341 Commercial Photography

COURSE SYLLABUS

INSTRUCTOR INFORMATION

Instructor: Chad D. Smith
Office Location: J223
Office Hours: By Appointment
Office Phone: 903 886 5232
Office Fax: N/A

University Email Address: chad.smith@tamuc.edu

Preferred Form of Communication: Email
Communication Response Time: 24 hours

COURSE INFORMATION

Materials

Students will need miscellaneous materials for each assignment and for presentations purpose. These materials will be cover during class. Students will need money on their Loin Cards to pay for prints.

Course Description

This course introduces students to the innovation, evolving technologies, marketing strategies, and business practices employed in the field of professional photography. Students solve real-world client-based needs by applying both traditional design methods and innovative approaches to photography, video and multimedia. Prerequisites: PHO 2357 Basic Photography & PHO 210 Intro to Studio Lighting.

Student Learning Outcomes

1. **TECHNICAL** – Demonstrates and understanding of using lighting (both location and studio) and its effects on all different types of subjects all the while mastering the function of camera, lenses, strobe, etc. Demonstrate mastery of processing digital files and inkjet prints.

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2. **ARTISTIC** - Development of a professional approach to aesthetics in commercial photography through strong composition and creative approach along with critical assessment through critique of photographic images.

3. **PROFESSIONAL** - Integration of concepts of the uses to which photography may be used in commercial photography. How to present photographic images professionally.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

- the ability to use DSLR and medium digital format cameras in the studio and on location with strobe lighting.
- the ability to effectively and efficiently light a multitude of objects, i.e. people, glassware, shiny metal and textured subjects.
- the knowledge of how to produce a range of light qualities and ratio by balancing nature light to strobe equipment on location and in the studio
- how to edit, archive and process RAW files using digital asset management software
- put into practice the rules of composition & design by implementing technical solutions and inkjet printing
- an understanding of the photographic vocabulary and color theory by participation in critical evaluation regarding their own work and the work of others.

Instructional Methods

This course will consist of a series of photographic assignments and exercises to assist the student in achieving the objectives of this course. Each week students will work on various combinations of shooting assignments, and participate in critiques of both student and professional works along with research within the commercial market.

Student Responsibilities or Tips for Success in the Course

Attendance is required and is recorded at all class and lab meetings. Every student will be responsible for all information given during scheduled class and lab times.

Handbook & Safety

While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed

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consent. These will be reviewed verbally at the start of each semester. A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/>

Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend. A link to the online form: <http://dms.tamuc.edu/Forms/ArtLabPolicy> This must be completed on-campus while using the University wifi or ethernet connections.

Grading

“Grades are not given, they are earned”.

Students will receive points that will be determined by performance on critiques, exercises, and classroom/lab participation. These will be added up at the end of the term for the semester’s final grade. At the end of the semester all the grades will be determined using the following percentages:

Total Percentages corresponding to the final letter grades.

A = 100 – 90%

B = 89 – 80%

C = 79 – 70%

D = 69 – 60%

F = 59 – 0 %

All grades will be posted on D2L.

Assessments:

Assignments/Test shots: 50 Points each

Attendance: 100 Points

Class and lab participation:

The way you conduct yourself in class is extremely important. You should come to class and labs prepared. Note taking during lectures is essential. For critiques, I want to hear your thoughts and feelings about the photographs being presented.

Assignments, Idea Pages, Test shots:

Students will have weekly visual assignments that are graded on how well the specific problems have been solved. Please carefully read every assignment/exercise and follow the directions verbatim.

Idea pages:

Students will present examples of idea for all assignments which will included not only subject but environment/background, props, color palette etc. as instructed during class.

TECHNOLOGY REQUIREMENTS

Students will have excess to a Macintosh OS X computer and print lab equipment with all the software needed to complete photographic assignments and exercises.

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Students will need to provide the following:

- One **500GB external hard drive** (two hard drives would be better for backup)

Note: This has to be formatted to MAC and is best that it is only used for photo courses.

- Memory Cards** for cameras i.e. Compact Flash (CF), Secure Digital Card (SD card).

Note: If you use CR card you will need a Memory Card Reader.

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

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Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Please contact me through email to make an appointment

Email: Chad_Smith@tamu-commerce.edu

Office Hours: by appointment

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance

Attendance is required and is recorded at all class and lab meetings. Every student will be responsible for all information given during scheduled class and lab times. **Note: A total of 4 absences from any class meetings (lecture or lab) could result in a failing grade ("F") or dropped from the course except for extenuating circumstances, as determined by the instructor.** Excused absences are listed under Class Attendance (A13.02) in the A&M-Commerce Procedures. Verifiable excuses for absences must be turned into the professor in a timely manner.

Course Specific Procedures/Policies

A. Due Date: All assignments and exercises are due on the date and time given by the instructor. Work that is late will have its grade reduced by 10 points for each class period it is late. All work handed in after critique will be considered late, including partially completed assignments. It is your responsibility to inform the instructor of any problems that might make a project late well before the due date. Five minutes before class is not good enough. If the work is not turned in before the moratorium date, a grade of "0" will be posted for that assignment except for extenuating circumstances, as determined by the instructor. It is the student's responsibility to turn the work in.

B. Print and file Submission: All work must be from files that were produced during this semester. No images from previous classes can be submitted. All assignments will be hand in as both jpegs and as photographs printed on 11 X 14" or larger inkjet paper and presented in a professional manner. Work must be turn in at the beginning of the critique designated for that particular assignment to be counted "on time".

C. Incomplete: An incomplete grade may be granted if a student has some difficulty working on an assignment. The student must inform the instructor of the difficulty before

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the due date of the assignment to discuss the problem. More than 60% of the assignment must be completed. You will have one week (two class periods) from the original due date to complete the assignment. If the work is not turned in by then, the assignment will be counted as "Late" and 10 points will be subtracted from the final grade. If the work is not turned in by the "moratorium" date set by the instructor that assignment will be assigned an "D" for that assignment except for extenuating circumstances, as determined by the instructor. Remember, it is the student's responsibility to get the work turned in on time.

C. Resubmission of Assignments: I encourage everyone to improve upon your work by "re-shooting" your assignments. Occasionally I may insist upon redoing an assignment. This should not be seen as a negative experience as school is the ideal environment to learn from your mistakes. Please note that resubmitting work will not guarantee a better grade.

Guidelines for resubmissions:

1. The project must have originally been turned in on time.
- Note: Work handed in late or incomplete may not be resubmitted.
2. Resubmitted assignments will be accepted up to two weeks after the original due date.
3. The new work must comply with the original project guidelines.
4. Make sure work is labeled with the assignment title.
5. Plus original work that was submitted initially must be included marked clearly.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

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<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

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Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

COURSE OUTLINE / CALENDAR

Class Participation:

Students should always be prepared and participate in lectures and labs demos. There will always be time for questions during class.

Assignments/Idea Pages/Test Shots:

Student will have weekly visual assignments that are evaluated by not only how well the specific problem has been solved but also by the effort of the student. Each assignment will be grade using the point system.

Assignments are as follows:

#1 Knockouts

#2 Apples & Oranges

#3a High Key

#3b Low Key

#4 Mid-Term Tabletop

#5 Location Tabletop

#6a Formal Portrait Studio

#6b Formal Portrait Location

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