PHOT A108: SMARTPHONE FOOD PHOTOGRAPHY

Item	Value
Curriculum Committee Approval Date	12/09/2020
Top Code	101200 - Applied Photography
Units	2 Total Units
Hours	36 Total Hours (Lecture Hours 36)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Smartphone food photography is a course introducing photography concepts, food styling concepts and camera features unique to smartphone photography. The course focuses on demonstrations, discussions, information resources, lighting and current food photography trends. Students will plan and produce their own food photography photo projects. Each student will provide their own smartphone. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Students will demonstrate ability to create food photographs oriented to social media, using lighting, food styling, image composition and smartphone technology.

Course Objectives

• 1. Demonstrate the basic planning, production and food styling considerations needed to photograph food.
• 2. Understand the advantages and disadvantages and limitations of smartphone camera technology.
• 3. Identify and address current food photography trends.
• 4. Photograph styled food for editorial, advertising and blog use.
• 5. Identify and use sets and locations to enhance food photography.
• 6. Demonstrate a basic knowledge of tools and available technology and apps relating to food photography.

Lecture Content

A. Introduction to the smartphone and it s capabilities as an imaging device. 1. Accessory equipment to smartphones including; lenses, tripods, lighting and remotes. 2. Mobile apps that can used to capture, edit and organize image files. 3. Storage and backup of images.4. Shutter-speeds and Aperture controls, understanding effects of shutter on motion. Aperture effects on depth of field and focus. B. Food photography techniques and trends 1. Composition, the rule of thirds, and vertical vs horizontal orientation.2. Light, types of light and effective light choices, both natural and artificial.3. Exposure; over and underexposure and its effects on the image and exposure correction in post processing. C. Styling for food photography and conceptual considerations1. Food styling basics, current trends in styling and resources for styling. 2. Creating and building sets for food photography.3. The use of props in food photography and resources for propping. 4. Editorial food photography and its approach to brands and visual language. 5. Advertising food photography, it s approach to brands and its visual message. D. Mobile Image Editing1. Operating system imaging editing features such as exposure controls, contrast, brightness, saturation, cropping and filters. 2. Image editing workflow and the appropriate use of smartphone editing tools. 3.HDR mode.4. The advantage of third-party editing apps such as Adobe Lightroom Mobile, the features available, organizing and retouching images. E. Portfolio Presentation1. Posting to social media sites and a variety of social media apps and their requirements.2. Discuss online presentation, websites, galleries, both public and private.

Method(s) of Instruction

• Lecture (02)
• DE Live Online Lecture (02S)
• DE Online Lecture (02X)

Instructional Techniques

Instructional methods will include: lecture, demonstrations, class discussions, video demonstrations and student presentations.

Reading Assignments

Students will read approximately 1 hour per week a current periondical or instructor provided information.

Writing Assignments

Students will research composition, food trends and storytelling ideas for their project and provide proposals for projects.

Out-of-class Assignments

Students will spend 1 hour per week researching current trends of lighting styles, and prepare styled food for photo sessions.

Demonstration of Critical Thinking

Critical thinking will be engaged in the process of producing, and photographing styled food for their projects demonstrating considerations and decision making in regards to food photography trends, lighting, editing and styling.

Required Writing, Problem Solving, Skills Demonstration

Students will produce a project mood board or file folder containing concept statements, design research, and collected reference material for all projects.

Eligible Disciplines

Photographic technology/commercial photography: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Other Resources

1. Reference materials prepared by instructor.