

PHOT A109: SMARTPHONE FASHION PHOTOGRAPHY

Item	Value
Curriculum Committee Approval Date	11/04/2020
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
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

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

Course Level Student Learning Outcome(s)

1. Students will demonstrate the ability to create photographs oriented around fashion, using models, lighting, styling and smartphone technology, acknowledging current fashion trends.

Course Objectives

- 1. Demonstrate the basic planning, production and fashion considerations needed to photograph fashion.
- 2. Understand the advantages and disadvantages and limitations of smartphone camera technology.
- 3. Identify and address current fashion trends.
- 4. Photograph models with styled hair, makeup and wardrobe.
- 5. Identify and use locations to enhance fashion photography.
- 6. Demonstrate a basic knowledge of equipment, editing tools, available technology and third-party apps relating to photography.

Lecture Content

A. Introduction to the smartphone and its capabilities as an imaging device. 1. Accessory equipment to smartphones including; lenses, tripods, lighting and remotes. 2. Explore mobile apps that can be 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. Fashion 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 fashion photography and conceptual considerations 1. Fashion styling basics, the current trends

in styling and resources for styling. 2. Hair and makeup trends and resources. 3. Fashion films and the narrative of nonlinear stories. 4. Fashion editorial and its approach to brands and its visual message. 5. Fashion advertising, its approach to brands and its visual message. D. Mobile Image Editing for fashion photography 1. 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 Presentation 1. 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 from periodicals or instructor provided material.

Writing Assignments

Students will complete written research on posing and storytelling ideas for their projects.

Out-of-class Assignments

Students will complete out of class assignments approximately 2 hours per week, researching, designing and producing a photograph for their project.

Demonstration of Critical Thinking

Critical thinking will be engaged in the process of producing, and photographing models for their projects demonstrating considerations and decision making in regards to fashion trends, lighting, posing 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.

Eligible Disciplines

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

Other Resources

1. Students will utilize resources from instructor provided materials.