

PHOT A111: SMARTPHONE PRODUCT PHOTOGRAPHY

Item	Value
Curriculum Committee Approval Date	09/07/2022
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 product photography is a course introducing photography concepts, product and still-life concepts and camera features unique to smartphone photography. The course focuses on Lighting, propping and sets, composition, demonstrations, discussions, critiques, information resources, product photography 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 product photography, using various products, lighting, styling and smartphone technology, acknowledging current still life and product photography trends.

Course Objectives

- 1. Demonstrate the basic planning, production and product and still life photography considerations needed to photograph products.
- 2. Understand the advantages and disadvantages and limitations of smartphone camera technology.
- 3. Identify and address current product photography trends.
- 4. Photograph products with styled sets, backdrops, and props.
- 5. Identify and use props and sets to enhance product and still life 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 of depth of field and focus.B. Product photography techniques and trends1. 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 product photography and conceptual considerations1. Product photography styling basics, the current trends in styling and resources for styling, props and sets.2. prop and set production trends and resources.3. Still life and product photography films and the narrative of nonlinear stories.4. Product photography in editorials and its approach to brands and its visual message.5. Product photography in advertising, its approach to brands and its visual message.D. Mobile Image Editing for product photography1. 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 from periodicals or instructor provided material.

Writing Assignments

Students will complete written research on photography 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 project 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

Photography: Masters degree in photography, fine arts, or art OR bachelors degree in any of the above AND masters degree in art history or humanities OR the equivalent. Masters degree required.

Other Resources

1. Students will utilize resources from instructor provided materials.