

# PHOT A220: FASHION PHOTOGRAPHY

Item	Value
Curriculum Committee Approval Date	12/07/2022
Top Code	101200 - Applied Photography
Units	3 Total Units
Hours	108 Total Hours (Lecture Hours 36; Lab Hours 72)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

## Course Description

Prepares the student for employment in professional fashion photography. Topics include studio lighting techniques, studio practices, posing of models, garment and set styling, as well as, skin retouching techniques. PREREQUISITE: PHOT A180. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Assess current trends in fashion, lighting, imagery, retouching techniques and demonstrate the ability to design light.
2. Appropriately use models with various garments.

## Course Objectives

- 1. Explain the history and past applications of fashion photography.
- 2. Identify and explain contemporary trends in fashion.
- 3. Identify and explain trends in contemporary fashion imagery.
- 4. Apply effective lighting techniques.
- 5. Demonstrate proper utilization of models.
- 6. Demonstrate proficiency in skin retouching and general retouching for fashion.
- 7. Demonstrate proper use of props and wardrobe with models.
- 8. Identify appropriate lighting for different types of garments.

## Lecture Content

A. Review of history and applications of fashion photography  
 B. Contemporary trends in fashion imagery  
 C. Contemporary trends in fashion  
 D. Utilization of models  
 1. Appropriate choice of wardrobe and props in terms of specific model  
 2. Camera use to enhance D1 and D23.  
 Direction of model to attain desired result and personality  
 E. Photographing all types of garments  
 F. Lighting  
 1. Single source  
 2. Diffused daylight  
 3. Back lighting in studio  
 4. Multiple Light sources  
 G. Retouching for fashion  
 1. Current Skin Retouching techniques for fashion: Frequency Separation  
 2. General retouching for fashion photography

## Lab Content

Lab and TBA hours will cover the following: 1- Demonstrations of lighting equipment and set up 2- Demonstrations of appropriate model poses

and composition 3- Demonstrations of multiple lighting set-ups reflecting current trends 4- Students working and practicing in studio utilizing lighting and models 5- Demonstrations of multiple light sources and balancing of Kelvin 6- Practicing production of fashion shoots 7- Practicing and demonstrations of editing 8- In lab demonstration of current skin retouching and general retouching techniques, i.e. Frequency Separation.

## Method(s) of Instruction

- Lecture (02)
- Lab (04)

## Instructional Techniques

1. Lecture and application of ideas 2. Demonstration of various approaches to problem solving 3. Lab demonstrations of current retouching techniques. 4. Discussion and Instructor feedback 5. Peer feedback 6. Slide-lectures to illustrate concepts

## Reading Assignments

Students will spend 2 hours per week reading from professional technique periodicals and from selected handouts provided by the instructor.

## Writing Assignments

Students will demonstrate critical thinking skills with the production of photographic imagery, which will communicate visually using technical skills, conceptual and aesthetic ideas developed through the course. These ideas will be supported verbally during critiques.

## Out-of-class Assignments

Student will complete class photography and assignments designed to reinforce concepts introduced in lecture. Students will work independently in studio and outside of class to meet assignment requirements. Student will utilize the digital lab to complete exercises that use problem solving situations related to assignment work.

## Demonstration of Critical Thinking

Grades achieved on individual projects, class participation and presentation of final portfolio

## Required Writing, Problem Solving, Skills Demonstration

Students will demonstrate critical thinking skills with the production of photographic imagery, which will communicate visually using technical skills, conceptual and aesthetic ideas developed through the course. These ideas will be supported verbally during critiques.

## 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. Selected handout materials to be provided and distributed by instructor. 2. Instructor will provide readings from professional technique periodicals and from selected handouts provided by the instructor.