PHOT A263: COMMERCIAL PORTFOLIO DEVELOPMENT 2

Item	Value
Curriculum Committee Approval Date	02/13/2013
Top Code	101200 - Applied Photography
Units	1 Total Units
Hours	54 Total Hours (Lab Hours 54)
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)

Course Description

Faculty directed in-depth study of the preparation of a professional commercial portfolio and portfolio presentation. Topic(s) and faculty chosen by the student. Instruction is offered at intermediate/advanced and advanced levels. Recommended for photography majors. Counts toward '200' level elective course requirement. PREREQUISITE: PHOT A262. Lab/Arranged Lab. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate the skills and creativity to sequence a body of commercial photographic images, through the completion of a professional level commercial photography portfolio.
2. Demonstrate the ability to present a professional portfolio to a client or art buyer.

Course Objectives

- 1. Prepare a finished professional commercial photography portfolio for presentation to prospective clients.
- 2. Demonstrate technical and conceptual skill in a chosen specific area of commercial photography.
- 3. Prepare a presentation of a professional portfolio to a prospective client and art buyer.

Lecture Content

See Lab Content

Lab Content

1. Review of individual student's current portfolio and professional goals to be achieved. Topic(s) and projects are determined by the student, in consultation with the instructor. 2. Determination of areas of focus and work to be completed during the semester. The student will create a written proposal to follow during the course. 3. Bi-Weekly student/instructor meetings providing ongoing critique and advice during the semester. 4. Discussion of image editing, sequence, and flow of images in a professional commercial portfolio. 5. Research and practice of professional portfolio presentation strategies and techniques. 6. Discussion of professional commercial portfolio delivery methods, including physical portfolios, website, and social media. 7. Review and critique of completed portfolio and presentation by guiding instructor and at least one other member of OCC photography faculty.

Method(s) of Instruction

- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

1. Individual and small group meetings with instructor. 2. Discussion and critique of work in progress. 3. Assigned readings and research as appropriate. 4. Evaluation and critique of final portfolio.

Reading Assignments

Reading and research assigned as appropriate to the individual project.

Writing Assignments

Writing and research exercises assigned, as appropriate, on the professional commercial photography industry and on presention of a portfolio and interviewing. .

Out-of-class Assignments

Outside projects in the production and sequencing of photographic imagery for a finished professional commercial portfolio, which will communicate visually, as well as, showcase technical and conceptual skills.

Demonstration of Critical Thinking

Students will demonstrate critical thinking skills with the production and sequencing of photographic imagery for a complete professional commercial portfolio, which will communicate visually.

Required Writing, Problem Solving, Skills Demonstration

Student participation, progress and demonstrating the skills of completing a finished portfolio, as well as a portfolio presentation that showcases technical skill, conceptual and aesthetic style.

Eligible Disciplines

Photography: Master's degree in photography, fine arts, or art OR bachelor's degree in any of the above AND master's degree in art history or humanities OR the equivalent. Master's degree required.