PHOT A289: ARCHITECTURAL PHOTOGRAPHY

Item	Value
Curriculum Committee Approval Date	12/08/2021
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

A course in professional architectural photography techniques, methodology and workflow. This course is designed to prepare the student for the professional industry by introducing a high technical level. Exterior and interior architectural photography are covered with an emphasis on different light sources, perspective and color correction. Some fieldwork with instructor. PREREQUISITE: PHOT A180. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Identify techniques and professional practices of architectural photography.
2. Create a final portfolio using specialized equipment used in professional architectural photography.

Course Objectives

- 1. Demonstrate advanced on-location DSLR and lighting techniques.
- 2. Demonstrate advanced Lightroom and Photoshop workflow specific to Architectural post production.
- 3. Demonstrate special functions of photographic equipment as applied to architecture.
- 4. Discuss the importance and effects of various lenses used in architecture photography.
- 5. Demonstrate proper use of metering.
- 6. Demonstrate the use of filters to solve lighting problems of architectural photography.
- 7. Prepare and apply a lighting plan appropriate for interior as well as exterior images.
- 8. Demonstrate production coordination of an on-location architecture project.
- 9. Discuss business practices specific to architectural photography.
- 10. Create a portfolio of architecture photographs.

Lecture Content

1. Class Overview a. Grading b. Requirements c. Syllabus d. Presentation of Architectural Photography e. On Campus demonstration Equipment Overview a. Camera b. Lighting c. Grip Equipment Natural Light Overview a. Ambient light techniques b. Indoor natural light c. Outdoor natural light Strobe Lighting Overview a. Getting to know your strobes and shaping tools b. Indoor Strobe balancing c. Outdoor strobe balancing Architectural Photography Editing Workflow a. Advanced Lightroom practices b. Working with 3rd party editing plugins Architectural Photography Common Practices a. Advanced Lightroom practices (cont.) b. Resources Architectural Photography Business Practices a. Marketing and Self Promotion b. Continued educational resources Marketing and Self Promotion a. Website, blog, and social media On location Photography Projects a. Residential b. Commercial c. Interior d. Exterior

Lab Content

Scheduled Lab Hours Content (36 hrs.) Natural Light demonstration and hands on instruction Various ambient light techniques Indoor natural light Outdoor natural light Strobe demonstration and hands on instruction Getting to know your strobes and shaping tools Indoor Strobes Outdoor strobes Event Photography workflow demonstration and directed practice Advanced Lightroom practices Advanced Photoshop practices Working with third-party editing plugins Architectural Photography Workflow demonstration and directed practice Advanced Lightroom practices (cont.) Image Delivery: Cloud services, printing specifications Architectural Photography Business Practices - directed practice Online content creation Marketing and Self Promotion Architectural Photography Business Practices 2- directed practice Marketing and Self Promotion Website, blog, social media Arranged Hours Lab Content (36 hrs) On-Location Architectural Photogaphy Sessions, students meet at local residential and commercial locations to photograph in a professional setting. Guest Lecturers - Meet at local photographers at their business locations.

Method(s) of Instruction

- Lecture (02)
- Lab (04)

Instructional Techniques

Demonstration of various approaches to architectural photography problem solving through lecture and critiques. Discussion and demonstration of advanced digital photographic skills and aesthetics. Digital presentations to illustrate concepts and methodologies. Guest Speakers, introduction to industry professionals. Location, hands-on photography sessions. Instructor and peer feedback through critique of student work.

Reading Assignments

Students will spend 2 hours reading from selected professional technique periodicals.

Writing Assignments

Students will spend 1 hour per week writing project proposals and short responses to class assignments.

Out-of-class Assignments

Student will spend 4 hours completing class photography and assignments designed to reinforce concepts introduced in lecture. Students will work independently on campus and on location 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

Students will demonstrate critical thinking skills in the production of photographic assignments. Students will visually communicate conceptual and aesthetic ideas developed through the course.

Required Writing, Problem Solving, Skills Demonstration

Students will demonstrate problem solving and skills with the production of a portfolio of photographic imagery for class projects. These projects require that skills are applied appropriately to solve various challenges that arise. Students will participate in group and individual critiques. Additionally, students will be asked to write project proposals.

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. Selected handout materials to be provided and distributed by the instructor.