

PHOT A290: ADVERTISING ILLUSTRATION 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

This course is designed for the advanced photography student and professional photographers with specific interest in the commercial photography field of advertising illustration. Counts toward "200" level elective course requirement for Photography Certificate of Achievement. PREREQUISITE: PHOT A188. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop illustrative advertising image concepts and imagery.
2. Demonstrate the ability to photograph illustrative projects, including models, using appropriate lighting, exposure and mood.
3. Discuss pricing, practices and ethics of illustrative advertising photography.

Course Objectives

- 1. Develop illustrative advertising image concepts based on assigned client requirements.
- 2. Demonstrate problem solving methodology and develop action plans to effectively produce imagery.
- 3. Organize necessary components required of concept "Production" including use of models, locations, props, equipment and additional photographic crew.
- 4. Demonstrate the ability to deliver a concept on deadline and within the requirements of the assignment.
- 5. Discuss past and current creative trends in advertising photo illustration.
- 6. Describe current digital technology equipment and their use on set.
- 7. Discuss and demonstrate the use of post-production retouching to deliver image concepts.
- 8. Differentiate the leadership role of a photographer and other key crew members.
- 9. Apply current industry methodologies in the development of a portfolio of a cohesive body of independent work.

Lecture Content

I. Past and current photography trends in advertising a. The influence of video II. Social Media a. The influence within global media language b. Content sharing c. The role of a content creator III. Specialties within the industry a. Macro and Micro Specialties b. People and Lifestyle c. Industrial and Corporate Annual Report d. Editorial e. Fashion f. Product and Food g. Automotive IV. Clients and Content Buyers a. Advertising agencies b. Design Firms c. Editorial and Magazine publishers d. Stock Photography Agencies e. Corporate Direct Clients f. New Media V. Project Management a. Location Scouting, permits, insurance b. Talent/Model auditions c. Wardrobe d. Location logistics VI. Concept Development a. The illustration of an idea/concept b. Storyboards, a road map to inspiration VII. Presentation Of Photography Work a. Presentation Techniques b. Articulate conversation c. Creative Expression VIII. Assignment Critique: a. Peer communication and feedback skills VIII. The Commercial Photo Industry a. Professional business practices b. Software and resources X. Guest Speakers a. Industry Professionals, Creative Directors, and working advertising photographers to provide a "real world" environment for the students.

Lab Content

Laboratory Content (36 hrs) Arranged (TBA) Content (36 hrs) The following content will be covered in a combination of scheduled and TBA lab hours: 1. Instructor supervised student practice. One-on-One consultation in all aspects of assignment production. 2. Student time applying techniques covered in lecture to coordinate and produce conceptual advertising assignments. 3. Concept Development Phase a. Ideas, storyboards, and wish list of production elements 4. Production Phase a. Coordination of required equipment, locations, props, crew, and talent to complete assignment projects. 5. Photography Phase a. Real time directing crew, talent, and using various photographic equipment. 6. Post-Production Phase a. Working in the digital lab, image retouching using professional image editing techniques and methodologies. 7. Guest Lecturers and Field Trips a. Off-site visits to industry professionals and advertising venues.

Method(s) of Instruction

- Lecture (02)
- Lab (04)

Instructional Techniques

1. Demonstration of various approaches to problem solving through lecture and critiques. 2. Discussion of photographic principles and aesthetic concepts. 3. Instructor and peer feedback through and critique of student work. 4. Power Point lectures to illustrate concepts and means. 5. Use of film/video/DVD presentations relating to concepts. 6. Interactive computer lectures and demonstrations to illustrate the use of the computer as a creative tool. 7. Studio Demonstrations to illustrate concepts. 8. Field Trips and Guest Lecturers to provide real-world experiences.

Reading Assignments

Students will spend 1 hour reading from selected handouts and contemporary readings provided by the instructor.

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 hrs. completing class photography and exercises 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

Students will demonstrate critical thinking skills in the production of photographic assignments. Students will visually communicate conceptual and aesthetic concerns in response to lecture material. These ideas must be supported verbally in critiques.

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. 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 instructor.