Course Title: Photography II -Commercial, Art310, Syllabus, Fall Semester 2017
Location: Humphrey Art Center 116
Day/Time: Wednesday's 6:00pm – 9:35pm
Instructor: William Zuback

Learning Outcomes:
▲ This course provides an overview of the career path of a commercial photographer. (Learn how to estimate/quote on a project, importance of contracts, and licensing your images. Photograph a variety of assignments a commercial/freelance photographer can be expected to shoot.)
▲ Students will get an introduction into the technical tools and skill sets that expand and enhance your experience in commercial photography while emphasizing the conceptual skills necessary to bring your aesthetic ideas to fruition. (Each photography assignment will call on the student to use different techniques taught/discussed in class to achieve the technical objectives of a specific commercial photography application.)
▲ This course involves a devoted and enthusiastic approach to the creation and critique of commercial images. (Students will learn by seeing and doing, what makes one commercial image potentially more successful than another).
▲ Students will learn by making, viewing and discussing images. (Students will learn and understand the meaning of a commercial photograph by deconstructing how images communicate and are communicated through the photographer’s technical and aesthetic image making decisions).
▲ Students will work with their digital camera, it's native software, third party image manipulation software and design/conceptual principles to make successful commercial images with meaning. (Photography techniques and Photoshop techniques will be taught to meet your communicative object of your commercial images).

Mechanism for Assessment:
▲ Twelve assignments will be critiqued and reviewed for technical and aesthetic merit by the student, peers and professor. Your grade will be based on how accurately you executed the assignment and your oral participation during the class critique's. The professor will provide a letter grade and comments based on the above, for each of the twelve assignments.
▲ A Satisfactory/Unsatisfactory will be assessed to the week 1 non-photography assignment of creating your rate/fee structure and your ability to discuss/explain it in class.
Week 13 you will turn in your final portfolio and comp book. These two semester long assignments will act as your final and make up almost 1/3 of your grade.


Tips for successful participation in class:
1. Keep up to date on all photography assignments.
2. Follow all deadlines and exercise meaningful involvement in group critique's of photographs.
3. Ask questions if you are not understanding the handout materials, readings or assignment descriptions/objectives.
4. Attend and be on time for all classes.

Grading Policies – Grading is based on completing photographic and comp book assignments, class critique’s, completed comp book and final portfolio. Instructor will grade each of your photographic assignments by viewing students printed or digital images. Grades will be based on students ability to demonstrate the assignments key goals based on lesson handouts and lecture/demo’s. Student participation will be graded by critique comments on peer's photographs as well as their own.

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>94.00 – 100.00</td>
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<tr>
<td>B</td>
<td>93.99 – 85.00</td>
</tr>
<tr>
<td>C</td>
<td>84.99 – 77.00</td>
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<tr>
<td>D</td>
<td>76.99 – 70.00</td>
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<tr>
<td>F</td>
<td>Less than 70.00</td>
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Schedule:

Week 1: Intro to commercial photography. Finding your rate/fee structure. Making a comp book (due week 13). Creating a website for your final portfolio (all assignments must be represented/due week 13). Week one assignment: Album Cover.


Assignment: Photography a model with set clothing. Photograph same clothes off-figure.

**Week 6:** Review/Critique fashion assignments.
Shooting on location (lecture only on how to problem solve when shooting on location).
Assignment: Find four different samples of commercial location photography and dissect and diagram the lighting set-up from your observations.

**Week 7:** Review location assignment.
The portrait. Lighting styles/patterns.
Assignment: Photograph the same individual in three completely different environments using three different lighting patterns but maintain one consistent prop through out.

**Week 8:** Review/Critique portrait assignment.
Emulate a style/photographer you admire.

**Week 9:** Review/Critique emulating a style/photographer.
Using/building a set.
Assignment: team with others, create/find a one wall set and concept a commercial style image around it.

**Week 10:** Review/Critique set photograph assignment.
Ad agency art director talks about current market/trends
Assignment: Photograph this slogan (…..)

**Week 11:** Review/Critique slogan assignment.
Photographing a campaign (lifestyle/information)
Assignment: Take a product of your choice and create a lifestyle image and an information image of that product.

**Week 12:** Review/Critique campaign assignment.
Assignment: Photograph “passion”

**Week 13:** Review/Critique passion assignment.
Turn in comp books. If electronic, provide URL. Review final portfolio's

The above schedule may change due to time constraints.

**Assignment Policies (late penalties, scope, size, etc):**
Assigned work must be turned in on the stated due dates by instructor. Late assignments will be marked one full grade lower, each day it's late, than those turned in on time. Students always have the opportunity to increase an assignment grade by redoing it and turning it in at the following weeks class. Students who turn work in late do not get the opportunity to increase their grade with a redo. Students lack of participation in all/any aspects of the course curriculum (photography, participation, critique's) will reflect in lower grades and/or fail. Comp book and final portfolio are due on the Wednesday of the 13th week. Work not turned in at this time will receive a zero.

**Attendance requirements:** Attendance is required at all 13 weeks of the course. Absences will be permitted with instructors approval. Absences don't change due dates of assignments. Exceptions will be made for some family/personal needs. Excessive absences will result in final grade penalties (3-4: ½ grade, 5-6: 1 grade, 7-8: C best grade possible, more than 8: D best grade possible). If you are unable to attend a class, you are to call/text my cell number or send and email before the class begins. I will determine if the absence is excused at that time.
Guidelines for wireless and electronic devices in the classroom:
Cell phones must be silenced during class. Students doing excessive texting during class will be asked to leave.

Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@cc.edu.

The instructor and the University reserve the right to modify, amend, or change the syllabus (course requirements, grading policy, etc.) as the curriculum and/or program require(s).
The Carroll University Academic Integrity Policy is located in your student handbook. https://my.carrollu.edu/ICS/Departments/Student_Affairs.
I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.

New Learning Management System

Effective Fall 2017 Carroll is changing Learning Management Systems from eLearning to Canvas. You can access Canvas through my.carrollu.edu just like you accessed eLearning. The Canvas link is located on the left side of the screen under Quick Links. A Canvas tab will also replace the current eLearning tab.

There’s an app for that!
The Canvas by Instructure app is the mobile version of Canvas that helps you stay current with your courses anywhere you go. Available for iOS and Android devices.

Need help with Canvas?
There are several ways that you can get help using Canvas:
1. Click the Canvas Help button on the home page of any course.
2. Call the Canvas Support Hotline (available 24/7)
   (844) 358-6885
3. Click the Help button on the Canvas Menu bar and click Chat with Canvas Support.
   (Also available 24/7.)
4. Click Search the Canvas Guides in the Help Menu and search for an answer.