

Fall 2011

PGY2221C: Commercial Photography II

12:00 to 1:45 p.m. • Tuesday & TBA • August 23 to December 6

Benjamin Gillham, MFA • gillhamb@nwfsc.edu • 729-6019 • Office: 1-3:30 MWR, 10:45-12:00 & 1:45-3 T



Welcome to Commercial Photography II! The NWF State College catalog describes this course as follows: “An advanced course that allows students to expand their skill set in producing photographic illustrations for industrial and advertising use. Students may explore product, portrait, and on-location commercial photographic projects.”

In the first semester of Commercial Photography, all of your work was completed in the studio. This semester you will be exploring potential commercial projects that include a great deal of “on location” shooting. It is assumed that you have had Digital Photography, so you will have a good quality camera to work with outside the studio.

Commercial photography is imagery that solves problems. Not problems in the conventional sense, these problems require solutions that serve specific purposes in all types of industries. Scientists use imagery in research to record natural and man-made phenomena. Manufacturing industries use it to design and describe processes. Tourism and service industry providers use it to sell vacation dreams and destinations. The legal system uses it to describe evidence. Retailers use it to sell products. Executives and entertainers use it to sell themselves and their creative products.

This course is about beginning to ask useful questions about what you are doing. It’s about developing creative solutions to more complex communications problems. Creative work that does not answer a specific question can be useful as decoration, but will not necessarily sell your skills to a potential client with specific commercial concerns.

This semester you will be doing some things that you have done before in new ways, and doing some things that you have never done. Each challenge has a specific purpose, and you must generate a series of questions in your own mind that lead you to the best possible result. The goal here is not to see who can reach the solutions fastest, it is to see who can come up with the most creative and useful response to the challenge at hand. In order to be successful with these projects, you’ll need to

be careful, relaxed, and interested. If you find yourself rushing to a solution, take a step back and think about ways to improve your process, so that time management becomes one of your skills!

We will be venturing outside the studio for about half of the project requirements this semester. In many cases you will not be able to create the custom imagery that a client requires inside a studio. You will be exploring on-location portraiture and architectural photography. Shooting portraits in natural light outdoors is challenging in that you lose some control over the environment. You will need to learn to adapt on the fly and deal with changing circumstances quickly. The weather may change, there may be other people in the background at the worst possible moment and there will always be the curious that can’t stand to not know what you are doing. The same will be true for the exterior portion of the architectural photography project. Plan on being at the location at several different times to get what you need.

In the studio you will be exploring macro photography, and developing a project for yourself. Many people don’t do macro photography due to the extreme precision required and the specialized equipment that includes a true macro lens. Looking closely at macro photography will hopefully cause you to employ the same care and control in all of your other photography. It is good and inspiring exercise. It will reveal a world that most people never explore let alone pay attention to!

At the end of the semester you will design a project for yourself. Many people that have been asking for a Commercial Photography II course say that they have some ideas of their own that they would like to explore in the studio. This will be your open playground to do so. It is critical that you involve me in your process as you go through as each project is its own engineering challenge and will require a unique solution. Don’t be afraid of the challenge. The hardest part of any art project is starting. Let’s make the most of this time!

Equipment/Supplies:

(1) Several blank CD-R discs for storing your work. USB memory keys work but are slow and somewhat unreliable. You are required to maintain the integrity of your data. Failure of a disk will not be considered excuse for late work. You **MUST** back up your own data. The computers may occasionally crash, as all computers do, so save early and often so that you don't lose several hours work!

(2) You will need a high quality Digital SLR like Canon's Rebel T1i to do the projects in this course.

(3) It is recommended that you have access to a good quality computer and Adobe Photoshop outside of class time. Open lab time will be available, but limited. If you are a major in our department, you should consider buying the complete Adobe Creative Suite of applications. A good choice would be either the "Design Standard" or "Design Premium" bundle. These are available at a highly discounted price through the NWFSC Store, or online from academic software vendors. Do **NOT** buy software from illegitimate super discount vendors. Many times you will receive illegal bootleg copies, and you may have problems with the software itself, or the serial numbers provided. Specific recommendations for computers are available. Generally, the Apple Macintosh® is the standard of our industry. It is largely a myth that "Macs are more expensive."

Attendance Issues:

Attendance in this course is extremely important as it is a hands on learning experience, not a lecture based course. You will be allowed two absences. After that, any additional absence will result in an immediate excessive absence report, which may result in your withdrawal from the course, or an automatic one letter grade drop in your final grade per absence. An excused absence may be given upon consultation with me but only in case of illness or emergency. **YOU WILL NOT PASS THIS COURSE** if your attendance becomes a problem. If you have more than four absences of any kind by November 1 (the last day for a W grade or to change to audit), you should withdraw from the course. If we get to the end of the semester and you have an excessive number of absences, you will receive an "F."

Note that showing up late for the class, leaving

early, or only staying for ten minutes does not constitute attendance. Attendance will be taken at random times during the class period, and it is your responsibility to ensure that you were recorded as present if there is any question in your mind.

In unusual situations like acute illness, death in the family etc., you may receive an "Incomplete" as your grade. Incomplete grades are made up outside of normal class attendance in open lab settings during the semester following receipt of the "I" grade. You must inform me of your situation and discuss your options. Incomplete grades are not automatic. See the NWF State College catalog for detailed descriptions of the college policies related to grading, attendance, etc.

You are expected to attend all class meetings. "I don't have anything to do" does not equal an excused absence. It is evidence that you are not participating in the course in a manner appropriate for an art student. Each and every class session is designed for you to have the freedom to explore the creative process with the tools at hand. Even if you have the software at home, you are still required to come to class. This is a basic college policy.

Course Requirements:

This is an art class. Your grades are based on your instructor's professional judgment of the success or failure of your concepts, aesthetics, and effort in completing assignments. In this class you will be graded at two intervals. There will be a midterm and a final portfolio. The midterm portfolio will consist of the first two projects, and the final portfolio will consist of the last two. The midterm portfolio is due **October 11**. The final portfolio will be due **December 6**. Many times a student falls between grades. Rounding up or down will be determined by class participation. Class participation includes participation in discussions and interaction with instructor. **YOU MUST COMPLETE ALL ASSIGNMENTS IN ORDER TO PASS THIS COURSE.**

Graded work will be retained for approximately 4-6 weeks into the following semester. If it is not picked up in this time period, it may be recycled. **ALL PROJECTS MUST BE TURNED IN BURNED TO A CD IN PHOTOSHOP FORMAT FILES AT FULL RESOLUTION.**

In case of a campus emergency (power outages, hurricanes, war, famine, bee swarms, faculty illness) on a due date, the due date will be pushed back to the next avail-

able class session. If the College is closed for an extended period of a week or more, an adjustment of the course schedule will occur and you will be made aware of it the first day back. Late work will receive a 1 grade penalty—note the final project is due the last day of class, and therefore, cannot be turned in late.

Students are responsible for adherence to all College policies and procedures, including those related to academic freedom, cheating, classroom conduct, and other items included in the NWF State College Catalog and Student Handbook. Students should be familiar with the rights and responsibilities detailed in the 2011-12 NWF State College Catalog and Student Handbook. Plagiarism, cheating or any other form of academic dishonesty is a serious breach of student responsibilities and may trigger consequences which range from a failing grade to formal disciplinary action. Use of another person's images or designs constitutes plagiarism in this course. Only use your own images! Downloading any imagery from the internet for use in a project is strictly prohibited and will result in failure of the course. All of your work must be 100% originally produced by you. If you are unsure of what this means, consult with me immediately.

As a courtesy to other students and the learning process, students may not bring children with them to class sessions. Health and safety concerns prohibit children from accompanying adult students in any lab, shop, office or classroom or other college facility where potential hazards exist. If a child-related emergency means you must miss class, let me know when you return.

If you have special needs for which accommodations may be appropriate to assist you in this class, please contact the Office of Services for Students with Special Needs in Building C-1 on the Niceville Campus, or call 729-5372 (TDD1-800-955-8771 or Voice 1-800-955-8770). If you have special needs, you also must speak with me directly in the first week of class so that I fully understand and can create a plan to address your needs.

Due to the nature of our facility and the sensitivities of our students, please refrain from wearing colognes or perfumes to class.

What do your grades mean?

A= Work turned in on time. Work that clearly exceeds the basic expectations of the assignment. Work of unusual quality or quantity and seriousness of effort.

B= Work turned in on time. Work that exhibits a clear attempt at exceeding the basic expectations of the

assignment. Work exhibiting better than average quality or quantity and seriousness of effort.

C= Work of average quality and quantity. Work that satisfies essential basic requirements. Work that would benefit from further effort from student and more student interaction with instructor.

D= Work that is clearly not exhibiting the basic requirements of the assignment in either quality or quantity. An increase in effort is clearly needed and closer interaction with instructor is strongly suggested.

F= Work that fails to meet the lowest expectations for the assignment. This may be due to a simple lack of effort or may suggest that the student pursue other career goals.

Due Dates:

Portfolio 1 (Projects 1 & 2): October 11

Portfolio 2 (Projects 3 & 4): December 6

Scheduling Conventions:

This class is blended in that it would be impossible for all of the students to use the studio during normally scheduled class times. This REQUIRES you to be able to schedule studio time outside of the normal class meeting time. The studio is generally available between 9am and Noon MTWRF and Noon to 5pm on TRF. There may be adjustments to this schedule as the semester goes on in order to fit the needs of our students and the availability of the lab assistant. If you cannot schedule shooting outside of the scheduled class time, you will need to withdraw from the course. Please do so if necessary as soon as possible. This class is not required for either of our degree programs, so another elective may be selected.

At the beginning of the semester some class members will be able to use the studio during the scheduled class time. Later in the semester, the studio will be shared with students in Multimedia.



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Projects 1 and 2 are your midterm portfolio. It should be turned in no later than October 11.

The final portfolio (projects 3 and 4) is due December 6. This is the last required day of attendance, and there is no final exam.