

Minnesota State University Moorhead

PHO 355: Commercial Photography

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 2

Lab Hours/Week: 4

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

PHO 305 - Photographic Lighting

Corequisites: None

MnTC Goals: None

Emphasizing creative solutions to complex photographic problems, this course is for those interested in discovering the versatility and creative potential of the studio environment as it relates to the commercial world of photography. Students build upon skills developed in Basic Photographic Lighting, gaining a stronger understanding of both studio and location lighting. The course focuses on still life, food, fashion, product and editorial photography. Students are also introduced to professional studio practices and management.

B. COURSE EFFECTIVE DATES: 08/21/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Types of commercial based photography
2. Studio and location lighting and light modulators
3. Learning the process of collaboration
4. The language of the art director and client
5. Logistics of the project
6. Studio management
7. The business of commercial photography

D. LEARNING OUTCOMES (General)

1. Define demands / expectations from clients.
2. Demonstrate how to effectively present your concept to potential clients Create commercial images with advanced editing and production.
3. Gain knowledge of the different types of commercial photography.
4. Prepare basic contracts for freelance photography.
5. Understand and be able to demonstrate the use of studio lighting and location lighting.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted