

Washtenaw Community College Comprehensive Report

PHO 216 Environmental Portraiture

Effective Term: Fall 2011

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Photography

Course Number: 216

Org Number: 14530

Full Course Title: Environmental Portraiture

Transcript Title: Environmental Portraiture

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Course description

Pre-requisite, co-requisite, or enrollment restrictions

Outcomes/Assessment

Objectives/Evaluation

Rationale: Program elective for students who wish to specialize in portraiture.

Proposed Start Semester: Fall 2011

Course Description: This intermediate level course provides the tools and techniques commonly encountered when producing work for retail, editorial, or illustrative portraiture on location. Several unique lighting techniques and strategies are implemented to produce photographs of people. Emphasis is placed on preparing all necessary resources, inclusive of models, props, and wardrobe. A basic command of business forms and ethical issues surrounding the production and publication of these images is also obtained.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 30 **Student:** 30

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Other: Instructor: 30 **Student:** 30

Total Contact Hours: Instructor: 60 **Student:** 60

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

Academic Reading and Writing Levels of 6

Prerequisite

PHO 117 minimum grade "C-"

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Display lighting proficiencies in the final images such that the implementation of environmental portraiture work-flow is evident.

Assessment 1

Assessment Tool: Portfolio of photographic images.

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: ALL

Number students to be assessed: Random sample of 50% of the photographs with a minimum of 10.

How the assessment will be scored: Scored by utilizing a departmental technical and aesthetic rubric.

Standard of success to be used for this assessment: 90% of the students will score 80% or higher.

Who will score and analyze the data: Full-time photography faculty along with external, working professionals that produce environmental portraiture.

2. Identify camera and lighting equipment settings to control images and achieve specified results.

Assessment 1

Assessment Tool: Exam

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Answer key.

Standard of success to be used for this assessment: 75% of the students will score a 80% or higher.

Who will score and analyze the data: Full-time photography faculty along with external, working professionals that produce environmental portraiture.

3. Demonstrate collaboration and problem-solving skills in the execution of a team on-location photo-shoot.

Assessment 1

Assessment Tool: Photographic image.

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of 50% of the photographs with a minimum of 10.

How the assessment will be scored: Scored using a departmental technical and aesthetic rubric.

Standard of success to be used for this assessment: 90% of the students will score 80% or higher.

Who will score and analyze the data: Full-time photography faculty along with external, working professionals that produce environmental portraiture.

Course Objectives

1. Use photographic equipment for location lighting techniques.
 - a) Demonstrate a command of various camera systems and peripheral devices used in location based portraiture.
 - b) Describe the advantages and disadvantages of utilizing various focal length lenses for portraiture, such as wide angle, normal, and telephoto.
 - c) Demonstrate a proper choice of lighting. This is inclusive of natural, tungsten, strobe, or another type of artificial light found at the location.
 - d) Demonstrate a technical command of photographing under mixed light situations.
 - e) Implement various light modulating devices, such as softboxes, grids, spots, or reflectors to create an appropriate interpretation of the subject.

Matched Outcomes

2. Safely construct a location portraiture set in regard to electricity and support equipment.
 - a) Identify hazardous issues on location regarding physical, mechanical, and electrical activity, in addition to inquiring about electrical amperage available at a given site.
 - b) Demonstrate appropriate methodology for creating a safe location set in regard to how weight is distributed on support stands, lighting gear, and backgrounds.
 - c) Take the necessary precautions to protect cameras and lighting equipment from environmental hazards, in addition to selecting locations which are free from safety hazards.
 - d) Describe the correct action to take in the event of an accident on location.

Matched Outcomes

3. Select appropriate film or white balance setting, in conjunction with the student's desire to express ambiance or mood.
 - a) Identify the appropriate response when selecting a film emulsion, or digital rendering intent, that will convey an appropriate ambiance or mood in the image (color, black and white, or alternative process).
 - b) Demonstrate the ability to choose the correct type of film or white balance setting to match the lighting system used to create the image.

Matched Outcomes

4. Scout locations to research various techniques and logistical preparations that are required prior to arriving for the actual photo session.
 - a) Evaluate the logistical needs of a given location prior to conducting a shoot. Specifically in regard to time of day, directional quality and color of light, pending weather conditions, availability of electricity, permission to use the location, and other important factors.
 - b) Assess the viability of options in regard to props, wardrobe, scheduling of talent arrival, etc., by means of a checklist.
 - c) Demonstrate a proficiency to tactfully obtain a location to conduct an environmental portrait.
 - d) Demonstrate proper techniques of location etiquette upon arrival, departure, duration, and follow up of the shoot.

Matched Outcomes

5. Implement location lighting techniques for portraiture.
 - a) Demonstrate a command of lighting in separate planes of space to control light on the set.
 - b) Effectively utilize flags, scrims, and gels to modulate and shape light.
 - c) Demonstrate an appropriate use of various lighting devices such as softboxes, umbrellas, gridspots, reflectors, and snoots.
 - d) Create images with single-light and multiple-light sets, in conjunction with natural light.
 - e) Demonstrate how to properly light traditional and alternative interpretations of portraiture.
 - f) Identify the appropriate color conversion filter to implement on either a tungsten or strobe light, when confronted with a situation that requires changing its color temperature.

Matched Outcomes

6. Integrating appropriate props, wardrobe, and styling to fit the environment the subject exists in.
 - a) Demonstrate a proper application of props in an environmental portrait to convey a concept.
 - b) Implement techniques of requesting wardrobe from a subject to have available during the shoot, to provide options of color, pattern, and style conducive to

elements found at the location.

- c) Demonstrate a proficiency of arrangement in clothing, furniture, and other scenic details to enhance the presence and gesture of the objects.
- d) Demonstrate a command of compositional gestalt when creating environmental portraits.

Matched Outcomes

7.

Recognize and apply appropriate business practices for the environmental portrait photographer.

- a) Implement model releases to the subjects they photograph, when deemed necessary, and issue the appropriate form according to how the image(s) will be used for their reproduction needs.
- b) Demonstrate a basic knowledge of the reproduction rights of a portrait photograph, and the legal consequences involved if written permission from the subject to publish an image is not sought.
- c) Demonstrate a basic knowledge of the legal issues surrounding the photographing of minors, how to obtain written permission from an adult, and how to properly conduct a portrait session.
- d) Implement property releases to the owner/authorized individual of the property that is included in the photograph, when deemed necessary, and issue the appropriate form according to how the image(s) will be used for their reproduction needs.
- e) Determine on a case-by-case basis how to adequately compensate the subject(s) and property owners for their time and/or location, if deemed necessary.

Matched Outcomes

8. Participation in group critiques.

- a) Make aesthetic judgments of portrait images by means of group critiques.
- b) Observe and discuss the work of cotemporary and historically significant portrait photographers by means of audio/visual and Web site presentations provided by the instructor.

Matched Outcomes

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level I classroom
Off-Campus Sites

Reviewer

Action

Date

Faculty Preparer:

Donald Werthmann

Faculty Preparer

Mar 08, 2011

Department Chair/Area Director:

Jennifer Baker

Recommend Approval

Mar 09, 2011

Dean:

Rosemary Wilson

Recommend Approval

Mar 22, 2011

Vice President for Instruction:

Stuart Blacklaw

Approve

Dec 05, 2011