

Washtenaw Community College Comprehensive Report

PHO 220 Advanced Studio Techniques

Effective Term: Winter 2014

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Photography

Course Number: 220

Org Number: 14530

Full Course Title: Advanced Studio Techniques

Transcript Title: Advanced Studio Techniques

Is Consultation with other department(s) required: No

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

Reason for Submission: Course Change

Change Information:

Consultation with all departments affected by this course is required.

Pre-requisite, co-requisite, or enrollment restrictions

Rationale: Remove math requirement of Level 3.

Proposed Start Semester: Winter 2012

Course Description: In this course, students will concentrate on advanced image construction techniques and the business issues relevant to their production. Students integrate their previous studio and imaging experiences with the pre- and post-production and critical thinking skills required to produce a job. Emphasis is placed on the business practices and ethical issues behind the creation of images for retail portraiture, commercial publication, and fine-art sectors of the industry.

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-"
and

Prerequisite

PHO 127 minimum grade "C-"
and

Prerequisite

PHO 116 minimum grade "C-"; may enroll concurrently
or

Prerequisite

PHO 216 minimum grade "C-"

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Produce a retail portrait photography session for a fictitious client.

Assessment 1

Assessment Tool: Portfolio of photographic images.

Assessment Date: Fall 2013

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 21. Student enrollment is normally between 14 to 18 students per semester.

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.

2. Produce photographic renderings from composited image data for a fictitious client.

Assessment 1

Assessment Tool: Portfolio of photographic images.

Assessment Date: Fall 2013

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. Student enrollment is normally between 14 to 18 students per semester.

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.

3. Produce small groups of photographs that are thematically related and convey ideas or concepts to the viewer.

Assessment 1

Assessment Tool: Portfolio of photographic images.

Assessment Date: Fall 2013

Assessment Cycle: Every Three Years

Course section(s)/other population: ALL

Number students to be assessed: Random sample of 50% or the photographs with a minimum of 21. Student enrollment is normally between 14 to 18 students per semester.

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.

4. Judge current business trends in the photographic industry based on personal values, resulting in an end product, with a given purpose.

Assessment 1

Assessment Tool: Quizzes

Assessment Date: Fall 2013

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 80% or higher.

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

5. Critique reading of professional practices and ethical issues in photographic imaging.

Assessment 1

Assessment Tool: Written analysis from assigned readings.

Assessment Date: Fall 2013

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 80% or higher.

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

Course Objectives

1. Demonstrate a command of producing a three-light, traditional portrait.

Matched Outcomes

1. Produce a retail portrait photography session for a fictitious client.

2. Demonstrate a command of producing a three-light, portrait on a white background.

Matched Outcomes

1. Produce a retail portrait photography session for a fictitious client.

3. Demonstrate a command of producing a mixed light or environmental portrait, utilizing ambient light and strobe light simultaneously.

Matched Outcomes

1. Produce a retail portrait photography session for a fictitious client.

4. Demonstrate a command of producing several exposures of the same subject matter, wherein each exposure favors a specific range of tonality or lighting situation.

Matched Outcomes

2. Produce photographic renderings from composited image data for a fictitious client.

5. Demonstrate a command of blending image data from different exposures into a single composition by means of implementing layer masks and/or blending modes in image editing software.

Matched Outcomes

2. Produce photographic renderings from composited image data for a fictitious client.

6. Photographs are produced as "packages" and require the student to offer the client more

than one solution to the visual problems being resolved.

Matched Outcomes

3. Produce small groups of photographs that are thematically related and convey ideas or concepts to the viewer.

7. Photographs must be displayed in a small, thematic groups and possess several aspects of visual similarity, such as in lighting technique, use of color, or other formal properties.

Matched Outcomes

3. Produce small groups of photographs that are thematically related and convey ideas or concepts to the viewer.

8. Calculate and identify a creative fee that reflects the student's current Cost of Doing Business (CODB).

Matched Outcomes

9. Implement critical thinking and estimating skills in regard to the pre-production issues of a photography session in the studio or on location.

Matched Outcomes

10. Implement critical thinking skills in regard to calculating an invoice in the post-production phase of a photography session in the studio or on location.

Matched Outcomes

11. Implement support documentation of a photography session that verifies a model's permission and/or a property owner's permission to publish images of them/their property.

Matched Outcomes

12. Implement support documentation that verifies the delivery of image data to a client.

Matched Outcomes

13. Write an artist statement that articulates clues and ideas about a specific group of images produced.

Matched Outcomes

14. Identify what model and property release forms do, and who they protect in the event of a lawsuit.

Matched Outcomes

15. Negotiation techniques implemented with a prospective client to compose a job estimate.

Matched Outcomes

16. Critically examine the language in contracts offered by a prospective client.

Matched Outcomes

17. Prepare and submit a delivery memo in conjunction with an invoice.

Matched Outcomes

18. Recognize and describe copyright infringement issues and ethical issues of image usage, by means of reading and writing about relevant lawsuits in contemporary culture.

Matched Outcomes

New Resources for Course

Course Textbooks/Resources

Textbooks

Heron, M & MacTavish, D. *Pricing Photography*, 4th ed. ?: Allworth Press, 2012, ISBN: 978-158115888.

Manuals

Periodicals

Software

Equipment/Facilities

Level I classroom

Computer workstations/lab

Reviewer

Action

Date

Faculty Preparer:

Donald Werthmann

Faculty Preparer

Mar 07, 2013

Department Chair/Area Director:

Jason Withrow

Recommend Approval

Mar 08, 2013

Dean:

Rosemary Wilson

Recommend Approval

Apr 05, 2013

Vice President for Instruction:

Bill Abernethy

Approve

Apr 29, 2013