



PHOT-791: PROFESSIONAL PRODUCTION STUDIO LABORATORY

Effective Term

Fall 2023

BOT Approval Date

01/12/2023

Discipline

PHOT - Digital Photography

Course Number

791

Course Title

Professional Production Studio Laboratory

Short Title

Professional Lab

Credit Status (CB 04)

D - Credit - Degree applicable

Units

Lab Units

1.00

Total Units

1.00

Hours

Lab Contact Hours

48-54

Out of Class Hours Lab

0.00

Total Contact Hours

48 - 54

Total Out of Class Hours

0 - 0

Total Student Learning Hours

48 - 54

Is this an existing Extensive Lab?

No

Do you want to propose this for Extensive Lab?

No

Distance Education

No



Catalog Description

This advanced lab course makes the Digital Light Room and Digital imaging studio available to advanced digital photography students who have completed Digital Photography Production III and seek professional-level photographic challenges in the studio and on location. Students enroll in this course to be eligible to reserve the Digital Studio to produce project work assigned in this production lab.

Requisites

Prerequisite(s)

Prerequisite(s) (must be taken before)
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PHOT-525 (with a grade of C or better).

Codes

TOP Code (CB 03)

1012.00* - *Applied Photography

CIP Code

50.0605 - Photography.

Student Accountability Model (SAM) Priority Code (CB 09)

C - Clearly Occupational

Noncredit Category (CB 22)

Y - Credit Course

Repeatability Code

No

Grading Option

Letter grade OR P/NP

Minimum Qualifications

Minimum Qualifications	And/Or
Photography (Masters Required)	End

CSU Area(s)

IGETC Area(s)

Learning Objectives

Learning Objectives

Learning Objective
1. Compare and contrast different techniques in digital capture, storage, and manipulation.
2. Consider theories and select practices of digital photography, including; lighting, composition, technique, manipulation, memory management, resolution issues, and digital output at a professional level
3. Design and exhibit visual production that effectively fulfills photography project work at a professional level.
4. Create professional and artistically valid work for a prescribed audience.
5. Test best and current equipment practices in the studio and digital light room.
6. Defend decisions regarding theme and content as appropriately related to audience
7. Produce a library of studio and location photographs depicting ethnicity other than their own.
8. Evaluate their professional portfolio for cultural bias, diversity and inclusion.

Learning Outcome Information

Course Learning Outcomes

Learning Outcome
1. Students will practice professional production
2. Students will advance professional technique
3. Students will advance editing sophistication

Program Learning Outcomes

Learning Outcome
1. Create, imagine, and innovate
2. Think interdependently
3. Think and communicate with clarity and precision
4. Strive for accuracy
5. Students will persist

Institutional Learning Outcomes

Aesthetic Awareness: The student will identify and evaluate how aesthetic expression leads to an appreciation of social and cultural context as well as the values of art and nature.

Communication: The student will effectively express and exchange ideas through listening, speaking, reading, writing, visual works, and other modes of interpersonal expression.

Critical Thinking: The student will analyze problems, gather and synthesize relevant information, evaluate ideas, information, and evaluate alternative points of view to create, innovate and implement effective solutions.

Cultural Awareness and Humility: The student will demonstrate knowledge of and sensitivity toward individuals of diverse ethnicity, age, gender, sexual orientation, and religious affiliations, as well as toward those individuals with diverse abilities and socio-economic classes to respectfully interact with individuals of diverse perspectives, beliefs and values while being mindful of the limitation of their own cultural frameworks.

Information and Technology Literacy: The student will access, interpret, evaluate, and apply relevant information sources and digital media effectively, and in an ethical and legal manner.

Scientific Awareness: The student will apply the scientific method of inquiry to assess potential solutions for real-life challenges by employing science-based knowledge and methodologies in daily life.

Social Awareness: The student will recognize and analyze the interconnectedness of global, national, and local concerns, analyzing cultural, political, social, and environmental issues from multiple perspectives and appreciate similarities and differences among cultures.

Civic

Personal

and Professional Responsibility

Content

Course Lab Content

I. Pre-production/planning

1. Brainstorming/Concept/Theme
2. Planning Portfolio for Cultural interpretation
3. Sketching and storyboarding
4. Collaborative production
5. Art Direction
6. Advanced Professional Lighting Design
7. Experimentation Proofing

II. Production/Digital capture

1. Production studio
2. Location Studio
3. Field photography
4. Portrait Posing
5. Commercial Product design

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6. Medium format and full frame tethered capture
 - III. Post-production/Editing
 1. Compositing
 2. Manipulation
 3. Correction and optimization
 4. Critique/Feedback/Re-shoot/Revision
 5. Storage/Archiving
 - IV. Digital output
 1. High-res piezoelectric giclee printing
 2. Monitor
 3. Web
 - V. Portfolio Production
 1. Constructive Critique
 2. Portfolio evaluation regarding Cultural bias, diversity and inclusion
 3. Archiving
 4. Presentation
 5. Gallery Exhibition

Methods of Instruction

Method

Critique

Integration

Constructive critique and image gallery presentations coupled with visual principal deconstruction and evaluation will be used in the studio and lightroom.

Method

Digital Media

Integration

Digital media demonstrations will be presented exemplifying effective practices in the industry and relating artistic vision of masters in the field to student work.

Method

Guided Practice

Integration

Guided practice will be used when presenting conceptual information, software related skills, photography skills, studio and location photography skills.

Method

Individualized Instruction

Integration

One-on-one guidance and demonstration in image capture will be presented in the studio and lightroom environment.



Methods of Evaluation

Method

Group Projects

Integration

Group projects will be assigned for proof of collaboration with other students within the course while producing artistically valid work for a professional audience.

Method

Oral Presentation

Integration

Oral presentation will prove performance in studio trials regarding practical understanding of the equipment, facilities and applications in the studio and lightroom.

Method

Portfolios

Integration

Digital portfolios will be compiled and must be defended regarding professional photographic production in theme, execution and content.

Method

Projects

Integration

Evaluation will be based on performance of completed project work fulfilling best practices in digital capture, lighting, manipulation, memory management, resolution, and output at a professional level.

Assignments

Assignment Type

Other

In-class and/or outside of class

In-class

Outside of class

Formative or Summative

Formative

Assignment

Project #1 – Professional Production Lab Project:

Produce 50 high-resolution, presentation-level photographs in the MSJC studio or lightroom using equipment or a technique at a professional level. You may also choose to employ the studio 'check-out' kit for location use. This production can be achieved in software, during production in the studio, or on location, or involving both. This is your opportunity to raise the sophistication of your production skills and portfolio. Concepts are completely of your own choosing, and can involve or explore cultural, commercial, technical, or political topics.

Files must be submitted as PSD's, RAW's, DNG's in full native camera resolutions. They can be accompanied by smaller file size PNG's as well.

Assignment Type

Other

In-class and/or outside of class

In-class

Outside of class

Formative or Summative

Summative

Assignment

Project #2 – Digital Portfolio

Assemble your 20 - 30 best images from the term into a 'Slides' portfolio presentation with 'Presentation Notes' composed as an explanation and description of the technical and creative attributes of your photography.

Image Requirements:

Digital Photographers should choose only their best images created during the course. This means the photograph's attributes include: proper exposure, crisp focus, appropriate depth-of-field, quality composition, and professional visual impact.

- 20 - 30 new images that do not exist in other sister or preceding projects must be included.
- Students may choose to include more than 20 images, but not more than 30 total.
- Students should reflect on the images submitted in the 'Presentation Notes' on each slide in writing. Discuss the 'How' & 'Why' of the photograph. This can be a summary. (example: "I needed a fast shutter speed, and this image was challenging due to the high-action nature of the protest march. The theme explored psychological stress regarding racial and cultural themes".)
- Upload PNG's or JPEG's only to your 'Slides' presentation. Archive your high-resolution RAW originals in Lightroom.

Presentation Design:

- Each student must have the first slide in the presentation bear their roster name and section number.
- Each presentation should have a consistent background tone on all slides.
- The slide background tone should be mid-toned to dark gray (the background of the image examples below depicts this tone of gray).
- A template may be used if the background color is mid-toned.
- The image should be large on the slide – maximized and centered in the slide.
- The design should be simple.
- Do not use garish colors for slide backgrounds

Submission Requirements:

- Do yourself a favor and build the slide show in Google 'Slides'.
- Move the 'Slides' presentation to a folder in the Google Drive account you have already shared with the instructor.
- Name the folder holding your presentation "Final Exam Presentation".
- Name your 'Slides' presentation file: "PHOT-790-(section#)Your-Roster-Name". Do not use any other naming convention.
- Place your presentation in the Google Drive folder you have already created by May 18th.
- Remember to share your presentation file with me at khanz@msjc.edu.
- Warning: I will not be emailing students missing their final exam "Slides" presentation due to the fact that we are up against the end of the term.

Students are NOT required to submit the link to any other submission area in the LMS (just upload to your Google Drive folder).

Assignment Type

Other

In-class and/or outside of class

In-class

Outside of class

Formative or Summative

Summative

Assignment

Project #3 - Portfolio Review & Pixel River Project participation and Archive

Professional production students will schedule a portfolio review with the instructor during the last three weeks of the term. This portfolio will consist of your high-res digital presentation and your printed output for the gallery exhibition. You will discuss and defend the creative and technical qualities of the work submitted in your portfolio and for the gallery exhibition. Present your final professional portfolio to 3 prospective employers or clients of varying ethnicity for feedback regarding cultural interpretation.

PHOT-791 photographers are also required to participate in three of six scheduled 'Pixel River Peer Competition' constructive critique sessions for the term. A digital archive, participation in the group constructive critique sessions of your 'Pixel River' submissions, and your gallery prints will demonstrate completion of this project.

Course Materials

Textbooks

Evening, M (2021). The Adobe Photoshop Lightroom Classic CC Book 2nd Edition Focal Press. ISBN: 978-0135447390

Class Size Information

Class Size

32

Class Size Category

G - Large lab 32

Diversity and Inclusion

Explain how diversity and inclusion(e.g., gender, culture/race, sexuality, etc.) is infused into the course.

Photography students are encouraged to explore topics and subject matter of their choosing and interest. Cultural issues are embraced in constructive critique sessions and image production. Course content and project work at this professional level is chosen by the individual student based on their career goals. Cultural/race/sexuality/politics are themes student choose to explore based on their personal creativity and interests. All of these personal and creative choices are embraced and welcomed in the classroom, studio and constructive critique sessions.

Describe how assignments, instruction, evaluation, course content, and interactions are contextualized for diverse learners promoting an equitable course.

Assignments, evaluation and course content encourages students to explore subject matter of their choosing. All cultural, race, gender issues are welcomed and respected in constructive critique sessions and production choices. A single due date at the end of the college term permits students with demanding home and work life to schedule the demands of course work to fit within the pressures of their particular situation.

Furthermore, students from all socio-economic strata are facilitated by being welcomed to use their existing inventory of equipment if they choose. Many students do not have this luxury due to the digital divide. Therefore, all projects and assignments are facilitated and supplied by professional-quality equipment provided by the department and district. Students need not experience any financial burden to complete this course, or any other course in the Photography program. A wide array of quality equipment is always available for all students to use throughout the term and at all levels of the program. This equipment is made available in an even and fair distribution procedure throughout the term and program.

Interactions

Explain how the course will incorporate student-to-student interaction.

PHOT-791 students are required to collaborate in studio production, practice sessions, and group constructive critique sessions. They are encouraged to form collaborative groups for photo-safari and location production. All students participate in peer constructive critique sessions, and peer interactions facilitated by the instructor. Students also work together in planning and mutual assistance in studio and location production.

Explain how the course will incorporate instructor-to-student interaction.

PHOT-791 students interact with the instructor in hands-on studio demonstrations, guided practice sessions, CMS archive of course resources like info-graphics and face-to-face and virtual tutorials in software and production techniques. Further interaction includes project rubrics, email, direct messaging in Canvas, and one-on-one and group constructive critique sessions in class or virtually, comments on project submissions, CMS announcements, portfolio reviews, outlined office hours. All students are also encouraged to interact with the instructor in the Pixel River Group – a community of practice meeting on and off campus.

Explain how the course will incorporate student-to-content interaction.

Students access content through face-to-face classroom demonstrations and presentations, hands-on and authentic lab and studio environment challenges as well as an archive of accessible virtual resources provided in the Canvas CMS.

Explain how the course will incorporate student-to-self interaction (metacognitive).

Students are required to assemble, evaluate, process, archive and cull their photographic production through digital asset management tools to organize their portfolios in digital incarnations and hard-copy output. Classroom constructive critique sessions require self-reflection prior to collaborative presentations of production justifying their work in studio and software creativity.

Key: 2631