

## COMMERCIAL PHOTOGRAPHY: COLOR

3.20.2017

WITH STUDENT LEARNING OUTCOMES

### Commercial Photography: Color (PH230, 4 credits) *Commercial Track*

#### Course Description:

The fundamentals of color theory are applied to commercial subject matter including products and/or models. Assignments investigate the use of color in photographs as an expressive tool and draw upon digital and analytical skills explored in earlier classes. Examples from current and historical photographers are used to illustrate concepts explored in assignments. Group and individual critiques focus on specific issues explored in assignments, content and craft. An extended portfolio based project is a capstone project for the course.

*Prerequisite: Commercial Photography: Black and White*

Students will:

1. Identify color temperature of light and use color in a variety of forms as an expressive tool in photographs. (PC 1)
2. Use of appropriate digital techniques for image adjustment and ink jet printing.(PC 1)
3. Create a capstone project including a minimum of 16 images in a portfolio and in the form of a book or instructor approved format. (PC 1 2 4)
4. Research an appropriate photographer and emulate their work using color photography, write a two page paper about the chosen photographer and give an oral presentation with projected visual images to the class about chosen photographer. (PC 2, 3)

**Required Texts:** Required readings will be provided to you in this class.

#### Supplementary Readings:

- Albers, Josef. *Interaction of Color*. New Haven: Yale University Press, 1963.  
ISBN-10 0300179359 (\$12.07)
- Batchelor, David. *Chromophobia*. London: Reaktion Books Ltd, 2000.  
ISBN-10 1861890745 (\$16.07)
- Hostetler, Lisa and Bussard, Katherine. *Color Rush: American Color Photography from Stieglitz to Sherman*. New York: Aperture Foundation, 2013. ISBN-10 1597112267 (\$55.56)

#### Supplies:

- Digital SLR capable of shooting Raw files, with a minimum sensor of 8 megapixels (\$600.00 – \$1200.00)
- Memory card(s) for your DSLR. (8 to 16 GB – Approx. \$10.00 to \$25.00) GET MORE THAN ONE. Two smaller are better than a single larger one (Writes faster, and if it goofs up less information/images are lost).
- Card reader (Approx. \$10.00 to \$50.00)
- If you can, get an extra battery. You will use it. (Approx: \$50.00 for your DSLR- name brand)
- Electronic cable release for your DSLR. You don't need it every day, but when you need it you need it. (Approx. \$50.00 to \$75.00) You will most likely use it in the studio next semester.

- A portable hard drive that is Mac compatible. (Approx: 500 GB/\$60.00, 1 TB/\$100.00+)
- Tickets for printing (Approx. \$100.00)
- 1 box (50 sheets) of 11x14" Ilford fiber base paper, glossy surface (Approx. \$90.00)
- 4 rolls of black and white 120mm film, ISO 400. Buy Kodak TRI-X, Ilford HP5 or FP4. (Approx. \$5.00/roll or \$125.00/25)
- 120mm negative sleeves- archival quality notebook style pages, about 25 sheets (Approx. \$20.00/100 sheets)
- A three-ring clamshell binder to store your film. (Aprox. \$12.00)
- Supplies for cleaning negatives: Ilford Antistaticum Anti-Static Cloth or negative brush, and PEC-12 Cleaner and pads. (Approx. \$12.00/Antistaticum, \$10.00/negative brush, \$25.00/PEC-12 Cleaner and pads)
- Scissors (Approx. \$10.00)
- A bottle opener (Approx. \$3.00)
- A three-ring notebook/binder for handouts. (Approx. \$8.00)
- A notebook for use in class. (Approx. \$3.00)
- A Blurb book that we will make in class (Aprox. \$30-50)

**Supplemental Supplies:**

- Adobe Creative Cloud- Adobe now "leases" their software on a monthly basis. As a student, for \$10/month you can have access on your home computer to the Photoshop and Lightroom. Or, for \$20/month you can have access to the entire Creative Suite. As opposed to buying the software, you will receive access to updated versions as they come out.