

PHOTO142 : Commercial Photography

General Information

Author:	<ul style="list-style-type: none">David Yamamoto
Course Code (CB01) :	PHOTO142
Course Title (CB02) :	Commercial Photography
Department:	PHOTO
Proposal Start:	Spring 2025
TOP Code (CB03) :	(1012.00) Applied Photography
CIP Code:	(10.0201) Photographic and Film/Video Technology/Technician.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000651655
Curriculum Committee Approval Date:	05/22/2024
Board of Trustees Approval Date:	07/16/2024
Last Cyclical Review Date:	05/22/2024
Course Description and Course Note:	PHOTO 142 includes commercial and editorial approaches in photography. The course provides guidance through editorial styles, project development, and techniques used in commercial photography. The course includes professional practices for photographic work. Significant photographic works are presented and discussed to provide a context for the production and critique of photographic images.
Justification:	Mandatory Revision Content Change
Academic Career:	<ul style="list-style-type: none">Credit
Mode of Delivery:	No value
Author:	<ul style="list-style-type: none">David Yamamoto
Course Family:	No value

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Photographic Technology/ Commercial Photography
Alternate Discipline:	<ul style="list-style-type: none">Photography
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

General Education and C-ID

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	108
Total Course Out-of-Class Hours	54
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	0	0
Laboratory Hours	0	0
Studio Hours	6	3

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	0
Laboratory	0
Studio	108

Total 108

Course Out-of-Class Hours

Lecture	0
Laboratory	0
Studio	54
Total	54

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Prerequisite

PHOTO112 - Lighting II (in-development)

Objectives

- Effectively utilize available light.
- Apply working principles for environmental lighting.
- Describe the social history and significance of photographic works.
- Apply lighting to enhance image.
- Apply exposure calculations and compensations.
- Apply lighting principles for basic portraiture.
- Apply lighting principles for table top photography.
- Analyze technical and lighting effects on image design.

OR

Co-Requisite

PHOTO112 - Lighting II (in-development)

(PHOTO 112 may be taken concurrently)

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Studio

Methods of Instruction Discussion

Methods of Instruction Multimedia

Methods of Instruction Tutorial

Methods of Instruction Collaborative Learning

Methods of Instruction Demonstrations

Methods of Instruction Guest Speakers

Methods of Instruction Presentations

Out of Class Assignments

- Individual projects (e.g. individual projects to create and develop photographic works)
- Preparing work for presentation (e.g. processing, editing, matting and mounting images)

Methods of Evaluation

Presentation (group or individual)

Writing Assignment

Project/Portfolio

Rationale

Group and individual critiques of projects

Assessment of artist statement and biography

Assessment of work presentation

Textbook Rationale

Photo uses the same comprehensive textbook for nearly all of their classes. It is the most current version of the textbook and is pretty much the industry standard.

Textbooks

Author	Title	Publisher	Date	ISBN
Barbara London	Photography	Pearson	2016	9780134482026

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

A material/lab fee may be required for this course.

Learning Outcomes and Objectives

Course Objectives

Outline work requirements for clients and other professionals.

Plan a project.

Create photos for stock photography, commercial, and editorial usage.

Use technical and compositional elements to create cohesive body of thematic photographs.

Create a marketable portfolio.

Develop a theme.

Create a project proposal.

SLOs

Create a conceptually and visually cohesive commercial or editorial final photo project.

Expected Outcome Performance: 70.0

<i>PHOTO</i> Visual Arts: Photography - A.A. Degree Major	Able to produce cohesive photographic project that is conceptually and technically well developed
<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas. Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
<i>PHOTO</i> Photography - A.S. Degree Major	produce a cohesive photographic project that is conceptually and technically well developed
<i>PHOTO</i> Photography - Certificate	to produce a cohesive photographic project that is conceptually and technically well developed

Create a point of view using light, color, camera features, and darkroom manipulation.

Expected Outcome Performance: 70.0

<i>PHOTO</i> Visual Arts: Photography - A.A. Degree Major	Able to produce cohesive photographic project that is conceptually and technically well developed Proficiency in available light photography
<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas. Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
<i>PHOTO</i> Photography - Certificate	demonstrate proficiency in available and studio light demonstrate proficiency in traditional and digital photography workflows.
<i>PHOTO</i> Photography - A.S. Degree Major	demonstrate proficiency in available and studio light demonstrate proficiency in traditional and digital photography workflows

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

No value

Laboratory/Studio Content

Analysis of Professional Work (8 Hours)

- Significant historical and contemporary photographic works

Working with Clients, Art Directors, and Designers (3 Hours)

Project Planning (6 Hours)

- Theme development
- Writing a creative proposal

Stock Photography (6 Hours)

- Industry standards in stock photography
- Royalties and licenses in stock photography

Commercial Themes (5 Hours)

- Connecting images to artistic project goals
- Creating complete and cohesive visual imagery

Editorial Content (5 Hours)

- Creating complete and cohesive content
- Using images to tell a story

Methods of Establishing a Point of View (3 Hours)

- Visual continuity
- Conceptual continuity

Effective Use of Light, Color, and Composition (3 Hours)

- Creating visual consistency through light and exposure
- Using color and composition to support image concepts

Sequencing and Editing Images for Cohesiveness (3 Hours)

- Using image order and juxtaposition to reinforce project themes
- Identifying and utilizing visual cues in photographic sequences

Creating a Style and Defining Your Work (6 Hours)

- Balancing creative and technical goals in commercial work
- Establishing and maintaining consistent stylistic choices

Developing a Marketable Portfolio (6 Hours)

- Professional portfolio presentation formats
- Technical and creative expectations in a portfolio

Image Processing and Printing (54 Hours)

- Processing images in traditional or digital workflows
- Editing and evaluating images
- Printing work prints and final prints
- Preparing work for presentation

Total Hours:108

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value