

Dakota County Technical College

VCOM 2510: Commercial Photography

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: 1

Lab Hours/Week: 1

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

In this course the student will learn how to use all the features of a large format, 4x5 view camera to produce commercial style images. By using special image distortion correction and depth of field controls, the student will setup and shoot many different types of images, such as still life, product, advertisement, and others. The use of studio lighting will be discussed and used during these projects as well as the use of natural lighting when photographing outdoor commercial projects. Prerequisites: VCOM 1020, VCOM 1515, and VCOM 1570 required.

B. COURSE EFFECTIVE DATES: 06/01/2003 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. adjust image depth of field
2. adjust lighting contrast
3. assemble portfolio images
4. calculate bellows extension compensation
5. change camera lens
6. choose proper studio lights
7. correct image distortion
8. demonstrate camera rise and fall adj.
9. demonstrate camera shifts
10. demonstrate camera swings
11. demonstrate camera tilts
12. identify camera parts
13. identify different lighting techniques
14. identify normal large format lens
15. identify view camera adjustments
16. load 4x5 film holders
17. prepare commercial photography examples
18. prepare props
19. prepare studio lights
20. produce motion images
21. produce product/ad images
22. produce specular product images
23. produce still life images
24. research commercial photography careers
25. use backlighting techniques
26. use different film types
27. use view camera adjustments

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted