

VCPH-2760: EDITORIAL PHOTOGRAPHY

Cuyahoga Community College

Viewing: VCPH-2760 : Editorial Photography

Board of Trustees:

2017-11-30

Academic Term:

Spring 2021

Subject Code

VCPH - VC-Photography

Course Number:

2760

Title:

Editorial Photography

Catalog Description:

Introduction to the technical, aesthetic, business and ethical issues in a range of photographic practices including editorial, wedding, event, and photojournalistic settings. Students must have their own digital camera with adjustable settings and the ability to capture in Camera RAW format. College-specified digital printing paper and portfolio box also required.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

VCPH-1450 Digital Imaging I, and VCPH-2050 Commercial Studio Techniques I, and VCPH-2260 Photography II, or departmental approval: submission of portfolio of photographs.

Outcomes

Course Outcome(s):

Plan, create and do post-production work of a variety of editorial style photo shoots

Objective(s):

1. Demonstrate technical competence in lighting techniques used in editorial, wedding, event and photojournalistic settings.
2. Demonstrate technical competence in camera techniques used in editorial, wedding, event and photojournalistic settings..
3. Explain photo editing, sequencing and narrative techniques used in photojournalism.

Course Outcome(s):

Utilize proper business practices when working on editorial, wedding, and event photograph shoots.

Objective(s):

1. Identify and discuss legal issues, responsibilities, and business practices of editorial, wedding and event photography as well as those applying to photojournalism.
 2. Discuss ethical considerations of a photo journalist.
 3. Explain and administer the required permissions, business forms and contracts used in the commercial photography field.
 4. Demonstrate verbal skill in articulating intention and result in your photographic work.
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Methods of Evaluation:

1. Demonstration of understanding of equipment mechanics and techniques
2. Group evaluation of assignments
3. Verbal and written instructor feedback

Course Content Outline:

1. Location scouting
 - a. Permissions
 - b. Understanding the movement of the sun
 - c. Coordinating schedules with photographic subjects and location personnel
2. Environmental Portraiture
 - a. Accurately metering a scene
 - b. Using AC powered strobes
 - c. Using battery powered strobe lights
 - d. Using Speedlights and Speedlites
 - e. Creating a balanced strobe-lit portrait outdoors
 - f. Creating a balanced strobe-lit portrait indoors (mixed temperature available light)
 - g. Creating a balanced strobe lit portrait outdoors at sunset
 - h. Creating a balanced strobe lit portrait outdoors at sunset that includes continuous artificial light sources in the scene
 - i. Photographing groups
3. Wedding Photography
 - a. Getting work
 - b. Business basics
 - c. Equipment requirements
 - d. Developing services
 - e. Delivering results
4. Event Photography
 - a. Logistics
 - b. Equipment
 - c. On the job protocol
5. Photojournalism
 - a. History of photojournalism
 - b. History of journalistic styles
 - c. History of technology
 - d. Groundbreaking photo journalists
6. Tools, tips and tricks of the trade
 - a. Camera equipment
 - b. Lighting equipment
 - c. Grip equipment
 - d. Interpersonal
 - e. Do's and Don'ts
7. Camera technique
 - a. Balanced mixed light exposure theory and practice
 - b. Shutter drag
 - c. Camera tilt or *Dutch angle*
8. Electronic flash technique
 - a. On camera-direct, diffused, bounced
 - b. Canon Speedlites™ and Nikon Speedlights™
9. Aesthetics of photojournalism
 - a. Effect of presence of photographer on image content
 - b. Words and image: an interdependent relationship
 - c. Narrative story telling
10. Business practices
 - a. Photojournalism ethics
 - b. Working with editors, publishers, writers
 - c. Working with a predetermined layout
11. Creative problem solving on location
12. Business of Photography

- a. Ethics
- b. Client relations
- c. Paperwork

Resources

Kobre, Kenneth. *Photojournalism: The Professionals' Approach*. 7th ed. Focal Press, 2016.

Lovegrove, Damien. *The Complete Guide to Professional Wedding Photography*. 1st. Waltham MA: Focal Press, 2007.

"Photo District News"

Resources Other

1. Moughamian, Dan. *Adobe Digital Imaging How To's*. Berkely, CA: Adobe Press/Peachpit, 2011.
2. Evening, Martin. *The Adobe Photoshop Lightroom 3 Book: The Complete Guide for Photographers*. 1st ed. Berkeley, CA: Adobe Press, 2010.
3. <http://asmp.org/>
4. <http://www.editorialphoto.com/>
5. <http://www.pdnonline.com/pdn/PDN-Edu-179.shtml> (<http://www.pdnonline.com/pdn/PDN-Edu-179.shtml/>)
6. <http://www.pdnonline.com/pdn/index.shtml> (<http://www.pdnonline.com/pdn/index.shtml/>)
7. <http://www.paulcbuff.com/>
8. <https://www.spenational.org/>
9. <http://www.flakphoto.com/>
10. <http://lens.blogs.nytimes.com/>
11. <http://www.ai-ap.com/>
12. <http://www.socialdocumentary.net/>
13. <http://www.santafeworkshops.com/>
14. <http://www.mainemedia.edu/>
15. <http://www.obrienphotography.com/>
16. <http://www.edwardburtnsky.com/>
17. <http://www.stevemccurry.com/main.php>
18. <http://www.martinschoeller.com/>
19. <http://www.williamcoupon.com/>
20. <http://www.williamgreiner.com>
21. <http://www.russelllephoto.com/>
22. <http://www.smastro.com>
23. <http://www.stevewagnerphotography.com>
24. <http://www.rosemarincilphoto.com>
25. <http://www.matthewfehrmann.com>
26. <http://www.billydelfs.com>
27. <http://vegaphoto.net>
28. <http://www.martinevening.com/>
29. <http://www.icp.org/>
30. <http://www.blurb.com>
31. <http://www.lulu.com>
32. <http://www.livebooks.com> (<http://www.livebooks.com/>)
33. <http://otherpeoplespixels.com> (<http://otherpeoplespixels.com/>)
34. <http://photographmag.com/>
35. <http://www.zonezero.com/zz/>
36. VisCom department DVD library, Tri-C Library, OhioLink (through Tri-C Library)
37. A variety of instructor provided andouts covering technical, creative, and business principles and practices.
38. Lab facilities: access to digital post-production and printing facilities, lighting and grip equipment can be signed out with permission, access to internet.

Instructional Services

OAN Number:

Transfer Assurance Guide OCM011

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