



Course Outline

2026-2027 Catalog

PHO 8 - Commercial and Studio Photography

Catalog Description

Transfer Status: CSU

Prerequisite: PHO 4

Unit(s): 3.00

Lecture: 34.00 Contact hours/68.00 Out of class hours/102.00 Total hours/2.00 Unit(s)

Lab: 51.00 Contact hours/0.00 Out of class hours/51.00 Total hours/1.00 Unit(s)

Total: 85.00 Contact hours/68.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

Course Description: This course introduces students to the basic aspects of commercial photography, including planning, production, and editing of images for a variety of applications including industrial, medical, technical, product display, architectural, portrait, food and fashion modeling. Students will also learn to use digital cameras and studio lighting systems to produce commercial quality photographs. Students will learn the basics of creating and editing images using studio lighting equipment, outdoor photography techniques and digital editing software to produce commercially ready photographs. Students will work with models, props and locations in the production of images.

Objectives

Upon successful completion of this course, the student should be able to:

1. Demonstrate the safe use of photographic equipment in the studio and on location.
2. Produce photographic images for a variety of applications including industrial, illustration, product display, architectural, portrait, food and fashion modeling.
3. Execute fundamental photography skills to compose images for commercial photography.
4. Describe the basic legal rights and responsibilities of commercial photographers.
5. Create photographs for a portfolio and prepare them for presentation.

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
Introduction to Commercial Photography	2.00
Introduction to Artificial Lighting	2.00
Stock Photography	1.00
Studio Portrait Photography	2.00
Industrial Photography	1.00
Architectural Photography	1.00
Product Photography	1.00
Food Photography	1.00
Location Photography	2.00
The Photo Essay	1.00
Introduction to Studio Lighting Equipment	4.00
Location Lighting	2.00
Digital Editing for Commercial Images	3.00
Production Planning	2.00
Professional Practices	2.00
Photography Laws and Ethics	2.00
Photographic Portfolios	2.00
Photo Agencies	2.00
Producing Client Proposals	1.00
Total Hours: 34.00	

Lab

<u>Topics</u>	<u>Lab Hrs</u>
Studio Equipment Safety	1.00
Studio Lighting Theory and Procedures	10.00
Location Lighting Theory and Procedures	10.00

Topics	Lab Hrs
Digital Editing for Commercial Images	9.00
Camera Setup and Operation	2.00
Stock Photography	3.00
Industrial/Architectural Photography: Perspective Control	3.00
Product/Food Photography: Tabletop Techniques	3.00
The Photo Essay	3.00
Photographic Portfolios	4.00
Producing Client Proposals	1.00
Studio and Location Portrait Strategies	2.00
Total Hours:	51.00

Methods of Instruction

- A. Demonstrations
- B. Discussion
- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Lecture
- E. Problem-Solving Sessions
- F. Reading Assignments

Methods of Evaluation

- A. Exams/Tests
- B. Portfolios
- C. Projects
- D. Homework
- E. Class participation
- F. Performance Examinations

Examples of Assignments

Reading Assignments

1. Read the textbook chapter on table top photography. Complete the reading assessment quiz and be prepared to apply the chapter information during the photography shooting assignment.
2. Read the textbook chapter on photo-essays. Write a 100-200 word critique of one of the photo-essays supplied by the instructor. Be prepared to discuss your critique in class.

Writing Assignments

1. Read the class handout on architectural photography and apply those principles in a 100-200 word critique of one of the architectural images supplied by the instructor. Be prepared to discuss your response in class.
2. Read about "Multi-Purposing Photographs" in your class text. Select five of your best studio images and in 100-200 words discuss how they could be altered to fit the needs of print, broadcast and online media outlets.

Out-of-Class Assignments

1. Use an online job search database to identify opportunities for commercial photographers in California and the United States. Write a 300-500 word report on your findings and be prepared to discuss them in class.
2. Plan and design a storyboard for three photography productions including details of camera placement, product or model poses, and composition.

Recommended Materials of Instruction

Carr, S. (2011). The Art and Business of Photography. *Allworth Press*, 1st. 978-1581157598.

Scott, G. (2017). Professional Photography: The New Global Landscape. *Focal Press*, 1st. 978-1138457904.

Greenberg, E., Reznicki, J. (2018). The Copyright Zone: A Legal Guide for Photographers and Artists in the Digital Age. *T&F India*, 2nd. 978-0367241544.

Minimum Qualifications

Photography (Masters Required)

Art (Masters Required)

Photo Tech/Commercial Photo

Created/Revised by: Smallhouse, Sara

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