



PRODUCT PHOTOGRAPHY — PHOT 1651

A. Course Description

- **Credits:** 2.00
- **Lecture Hours/Week:** 1.00
- **Lab Hours/Week:** 1.00
- **OJT Hours/Week:** 0
- **Prerequisites:** None
- **Corequisites:** None
- **MnTC Goals:** None

In this course, students will take part in the planning, photography, and post-production of product-type photography projects. Emphasis will be given to studio lighting, and students will apply lighting and aesthetic skills to a variety of assignments including architecture, food, still-life objects, glassware, and people. Students will also replicate industry work as they make images according to client specifications regarding size, cropping, file format output, color, and other layout considerations. The student will review and investigate all the variables, controls, and characteristics related to a professional photo shoot in an effort to create a higher quality digital image and a better understanding of the advancing technology. Prerequisites: PHOT 1050 Camera Skills, PHOT 1110- Lighting Basics, PHOT 1310, PHOT 1320, PHOT 1420

B. Course Effective Dates: 8/21/17 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. adjust image file formats
2. adjust image quality controls
3. clean camera image sensor
4. connect with professional photography organizations
5. create accurate lighting/setup diagrams
6. define image quality
7. demonstrate camera operation proficiency
8. demonstrate correct use of table top lighting
9. demonstrate custom WB procedures
10. demonstrate proficiency in studio lighting
11. demonstrate safe use of equipment and facilities

12. demonstration correct use of gray card
13. demonstration light painting techniques
14. explore industry image usage
15. produce a HDR/blended image
16. produce a high quality stitched panoramic image
17. understand copyright concerns
18. understand high dynamic range images
19. understand image histograms
20. understand panoramic techniques
21. understand product photography applications
22. understand role of art director
23. use RAW image processing techniques
24. use digital imaging terminology
25. use large format digital cameras
26. use model/property releases
27. use software to manage and process images

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

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted