



# commercial photography I & II

Instructor: Jean McCray

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**Classroom:** B101

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**Conference:** 5th

**Tutoring:** Will be offered during Lobo Lunch

*Students will master skills in all aspects of photography, including composition, technical quality, storytelling ability and marketing. Students also will refine photo cataloging and manipulation using Adobe Photoshop and Lightroom. The class consists of computer lab/photo studio/production work, and connects the content to the students' lives in meaningful ways. Students are expected to develop an understanding of the Commercial Photography industry with a focus on fundamental elements and principles of visual art and design.*

## INSTRUCTIONAL PHILOSOPHY

Students will be engaged in a variety of challenging real-world projects and assignments to demonstrate how Commercial Photography is used in everyday life and the world of work. Students will be using Adobe Creative Suites software focusing on Adobe Photoshop, and Adobe Lightroom to develop their knowledge and skills. Students will have opportunities to develop photography products and learn about career opportunities in the industry.

## CLASS EXPECTATIONS

- Be on time and actively participate.
- Be prepared. (Bring all required materials, texts and assignments to class each day.)
- Be respectful and courteous. (To others, materials, and technology.)
- Be willing to take chances, to be a team player and build a community within the classroom.

## CELL PHONE POLICY

For the first 9 weeks you will be using your cell phone camera for assignments. When you are allowed to use cell phones for photos, this does not give you permission to use them for other non-classwork reasons. Cell phones should be put away (out of sight or in the black pouch if you need a charge) so that way they do not DISTRACT students from working or disrupting the classroom. You will access all class work, instructions and videos through the class computer, not your cell phone. If phones become a problem, they will be confiscated and can be picked up in the office after school for with a fee. (per Hays CISD cell phone policy)

## REQUIRED MATERIALS

Personal headphones (must fit computer jack)

Pencil (for sketching and notes)

USB Drive (strongly recommended)

A POSITIVE ATTITUDE

## COURSE GRADING

Your grade will be based on your ability to meet deadlines, work with your peers, demonstrate understanding of the skills taught, analysis of your work and your professionalism. Your individual projects will be evaluated on: technical criteria (design techniques, software), craftsmanship (this can be digital or in print, depending on the assignment), application of Principles of Design and image content and its relevance to the assignment criteria.

**MAJOR GRADES - 60%** major assignments or projects

**DAILY GRADES - 40%** daily activities or quizzes assigned by teacher

## LATE WORK

Per new district guidelines, students have **TWO** school days from the time a missing grade is posted in the grade book to make up the missing work for a maximum grade of **70**.

## GOOGLE CLASSROOM

In this class we will use Google Classroom which allows us to create a 'blended learning environment' in which students learn via electronic and online media as well as traditional face-to-face teaching.

We will be using Google Classroom to access assignments and submit final work. Students are expected to create and maintain an account with the service provided, allowing students to access assignments and materials outside of regular school/class time. Students are encouraged to download the app version of GOOGLE CLASSROOM and connect their account so they can access course work on personal mobile devices.

Acknowledgement of Syllabus for Commercial Photo  
Due August 16th, 2019

I, \_\_\_\_\_, have read the syllabus for Commercial Photography. I understand what the class will cover and what will be expected of me as a student.

\_\_\_\_\_  
Student Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Student Signature