



Associate of Occupational Studies (AOS) Commercial Digital Photography

Educational Objectives

Employers value photographers with a wide range of skills and the ability to stay current with changing technology. Nossi's photography program will prepare students for a career in commercial digital photography that will give them the competitive advantage in the job market.

This program provides experience in basic and advanced camera techniques, strong emphasis on lighting, composition, digital retouching, Adobe Photoshop and understanding the changing world of photography. We cover several industries (i.e. sports, advertising, fashion, portraiture, wedding, etc.) to provide our students with a wide range of experiences.

At Nossi College of Art, students regularly enter and win local, regional and national competitions, such as the Annual Student ADDY Awards. Photography students have received every top photography award in every category. From local competitions, students advance to district and national Student ADDY Awards. These competitions are sponsored by the American Advertising Federation.

All 75-semester hours must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

The normal duration of the AOS in Commercial Digital Photography program is six semesters (24 months). Graduates complete 75 credit hours and earn an Associate of Occupational Studies in Commercial Digital Photography.

Course Number	Course Title	Credit Hours
PH 101	INTRODUCTION TO PHOTOGRAPHY	3
DC 102	DESIGN COMPOSITION	3
PH 103	ADOBE LIGHTROOM	3
SS 104	SUCCESS STRATEGIES	4
SLT 130	STUDIO LIGHTING TECHNIQUES	3
APSP 140	ADOBE PHOTOSHOP	3
PH 215	PHOTOGRAPHY IN POPULAR CULTURE	3
DP 104	DIGITAL PHOTOGRAPHY	3
LLT 110	LOCATION LIGHTING TECHNIQUES	3
PH 201	PORTRAIT PHOTOGRAPHY	3
VPP 120	VISUAL PRINCIPLES OF PHOTOGRAPHY	3
ADP 240	ADVANCED DIGITAL PHOTOGRAPHY	3
MFP 220	MODEL FASHION PHOTOGRAPHY	3
WE 205	WEDDING EVENTS	3
SP 208	SPORTS PHOTOGRAPHY	3
PH 230	ADVANCED LIGHTING	3
PJ 209	PHOTOJOURNALISM	3
EN 270	ENGLISH	4
PH 210	COMMERCIAL ADVERTISING	3
PH 270	THE BUSINESS OF PHOTOGRAPHY I	3
BUS 285	ONLINE MARKETING	3
PH 290	ADVANCED COMMERCIAL ADVERTISING	3
PH 280	THE BUSINESS OF PHOTOGRAPHY II	3
BUS 295	PORTFOLIO AND PROMOTION	4
TOTAL CREDIT HOURS		75

The normal duration of the AOS Commercial Digital Photography program is six semesters (24 months). Graduates of this program complete 75 credit hours and earn an Associate Degree of Occupational Studies in Commercial Digital Photography.

Course Descriptions for Commercial Digital Photography (AOS)

PH 101 INTRODUCTION TO PHOTOGRAPHY

Introduction to photography will focus on learning and building the photographic skills necessary to complete a variety of technical assignments revolving around nature and wildlife. Students will learn how to utilize the main functions of a digital camera in order to make accurate exposures. They will also learn the correct terminology and equipment associated with basic photography. This course is designed to build each student's confidence when using their camera to complete challenging assignments. Introduction to photography will give students a solid foundation that will be used throughout their photography degree program. Shooting assignments for this course will primarily consist of nature photography concepts using available light. Use of tripods, meters and lenses will be taught on field trips with an emphasis on basic color control, composition and exposure.

DC 102 DESIGN COMPOSITION

Students are introduced to the principles of design using a variety of media as they complete projects emphasizing various aspects of composition. They will learn about balance, repetition of shape, positive and negative space, focal point, the illusion of depth and motion.

PH 103 ADOBE LIGHTROOM

In this course, students will be introduced to the Macintosh computer. Comparisons between the Macintosh and PC environments will be discussed in order to help those who are used to working with the PC become comfortable in the Mac environment. Students will learn how to work with the system, with an emphasis on organization and workflow. Through the use of the various programs included with the operating system and Adobe Lightroom, this learning process will take the students through various projects geared to introduce them to the software applications they will use the most. Students will be introduced to and begin to use Adobe Lightroom to organize their workflow and develop their photographs using camera raw files. Emphasis will be placed on acquiring a proficiency with camera raw processing for correct white balance, tonal range, noise reduction and sharpening.

SS 104 SUCCESS STRATEGIES

Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills necessary to succeed as commercial artists or professional photographers. Life enhancing principles are also a major aspect of this course.

SLT 130 STUDIO LIGHTING TECHNIQUES

This course is a studio and lighting class covering the basic fundamentals of various types of lighting. It includes different lighting systems that will demonstrate studio techniques for portrait, tabletop and still life photography. This class will give the students an understanding of how to work in the studio to achieve hard light and soft light using different types of light modifiers including the use of reflectors, soft boxes, umbrellas, grids, snoots and various other lighting accessories.

APSP 140 ADOBE PHOTOSHOP

This course teaches students how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a photographer's standpoint. Building upon what was learned in the initial Adobe Lightroom, Adobe Photoshop for Photographers will delve deeper into the technical aspects of the program, showing photography students techniques for color management, image and color adjustments, montage techniques and preparing images for print.

PH 215 PHOTOGRAPHY IN POPULAR CULTURE

This course includes a comprehensive introduction to mass communication along with a critical look at culture and a thorough discussion of how media technologies develop, operate and affect our society. The course focuses on key media issues that confront each sector of the media industry, encouraging students to think critically and analyze issues related to specific media.

DP 104 DIGITAL PHOTOGRAPHY

This course is primarily a shooting course. Students are expected to shoot hundreds of images improving their techniques and skill as they progress through the course. Some of the images students produce may be of portfolio quality. Additional topics include digital imaging, analyzing digital images, image capture with digital cameras and scanners, output devices, resolutions and digital file formats.

LLT 110 LOCATION LIGHTING TECHNIQUES

A course in understanding the use of natural and artificial light, reflectors, strobes, tungsten and florescent lighting systems to light and photograph portraits, interiors, exteriors, large and small spaces, still life, streets and architecture for corporate and editorial assignments. Students will learn about color temperatures and ways to color-balance with the use of color correcting gels and filters. Techniques of controlling, shaping, moving and enhancing natural light will be learned.

PH 201 PORTRAIT PHOTOGRAPHY

Students will learn posing and lighting techniques for commercial headshots and portrait photography. The student will become familiar with studio equipment, set design and classic lighting set-ups. Students will study the elements of portraiture: pose, gesture and composition and will learn how they work together to make the difference between a good photograph and great photograph.

VPP 120 VISUAL PRINCIPLES OF PHOTOGRAPHY

This course provides insight into photography through a study of the history of photography. Topics include the invention of photography, early processes, various movements in photography, historical processes, photographers and their influences on the way we see and use photography today, copyrights and ethics.

ADP 240 ADVANCED DIGITAL PHOTOGRAPHY

This course is designed for students with advanced knowledge of computers and image editing software. It is designed to teach students how to fully develop digital images in Camera Raw; to post-process images in Photoshop using advanced techniques; to apply color management techniques to their workflow, including soft-proofing; and, to professionally manage their workflow from concept to final output. Topics include soft-proofing and color management; using speed lights and diffusers; noise reduction; controlling DOF; correcting lens distortion in post work; using Photoshop's panoramic; Zoomify, displacement and vanishing point features; HDR imaging using Photoshop and Adobe Camera Raw; and, focus stacking using Zerene Stacker.



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MFP 220 MODEL FASHION PHOTOGRAPHY

Color and B&W photographs will be used to showcase professional models. The use of studio lights and natural light with modifications such as reflectors and on-camera flash will be combined to produce images for commercial applications. Head shots, ¾ length and full-length images will be produced.

WE 205 WEDDING EVENTS

Students will learn posing and lighting techniques for wedding photography. The student will become familiar with equipment, design and classic lighting set-ups. In addition, students will design and use business cards, contracts and formal business arrangements for wedding related photographic products such as albums, framed photographs and videos. Students will photograph simulated weddings at churches, outdoor facilities and other wedding locations.

SP 208 SPORTS PHOTOGRAPHY

This course introduces students to the fast-paced world of sports photography. Camera techniques, lighting, subject material, query letters and publication rights will be covered.

PH 230 ADVANCED LIGHTING

In this course, students will explore and learn how to approach different lighting conditions and situations including studio, outdoor and event locations. Students will learn how to use on-camera flash and how to use professional lighting equipment (including the use of location lighting requiring generator usage) at indoor and outdoor events. In addition, students will learn non-standard lighting schemes enabling them to shoot in difficult or unusual situations.

PJ 209 PHOTOJOURNALISM

The aim of this course is to advance the student's skills in visual communications through the use of photography in single images or stories. Communication is the ultimate aim of photography and better communication skills make better photographers. Students will be expected to produce single images and stories on their own time for critique in the classroom and through that critique to improve their communication skills. The class will place emphasis on the skills and techniques of shooting images that engage and communicate with the reader. Students will be expected to have basic skills necessary to operate in the real world where available darkness is the rule and studio lighting gear is the exception. Students will be encouraged to step outside their comfort zone for stories and individual images and discouraged from photography involving friends and family. Rarely will a student be discouraged from a story because it is too difficult although instructors will point out potential problems. In light of this, students will probably experience frustrations and failures while attempting difficult projects and, in some instances, more credit may accrue from a failed attempt at a difficult essay than from a successfully completed story completed in the comfort and safety of friends and family. Since communication implies an audience, students will be encouraged to submit images and stories to various publications in both digital and print formats. Whenever possible students will be given assignments to shoot for various school outlets and will be credited for completed assignments.

EN 270 ENGLISH

This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these will add points to the grade). A resume and a cover letter are a separate part of the writing. A research paper is required and must have the correct documentation and

analysis format. Professional presentation of final portfolio is required for completion of this course.

PH 210 COMMERCIAL ADVERTISING PHOTOGRAPHY

Students will learn techniques for collaborating with advertising professionals as well as producing shots suitable for editorial and advertising photography. Subject matter will include a variety of contemporary advertiser needs, ranging from product shots to architectural work.

BUS 270 THE BUSINESS OF PHOTOGRAPHY I

The Business of Photography is a course designed to introduce the student to the concepts of running a professional photography business. Students will be introduced to the connection between theoretical knowledge and actual application of these concepts as it relates to their own business. Marketing, advertising and sales techniques that have been successful for professional photographers will be explored.

BUS 285 ONLINE MARKETING

It's no secret the Internet has changed how people and businesses interact with one another. Photographers have a great deal to gain from social networking. Social networking is the communication and marketing tool of today. Photographers can gain more exposure for their work and build a positive reputation online. They can find new clients and develop a community around their work. Photographers may be familiar with social networking tools like Facebook, Twitter, and blogging but may not know how to put these tools to use for business success. This course acts as a practical guide for photographers to get online and embrace social networking efficiently and effectively.

PH 290 ADVANCED COMMERCIAL ADVERTISING

Students will learn techniques for collaborating with advertising professionals as well as producing shots suitable for editorial and advertising photography. Subject matter will include a variety of contemporary advertiser needs, ranging from product shots to architectural work. This is an advanced course and students are expected to produce professional quality work.

BUS 280 THE BUSINESS OF PHOTOGRAPHY II

This course will explore all the aspects of creating and managing a photography studio, as well as providing guidelines for being a successful independent contractor. A viable business plan will also be produced.

BUS 295 PORTFOLIO AND PROMOTION

This intensive capstone course provides students with the technical, conceptual and aesthetic skills to organize and develop an outstanding professional, quality portfolio by building on their comprehensive body of work while at Nossi College of Art. Self-promotional identity themes are developed along with a thorough review of student resumes, cover letters and business cards. Interviewing techniques and job search preparation are also stressed. Portfolios, resumes, business cards and self-promotional materials are showcased at the mandatory Portfolio Review. Industry professionals and potential employers attend the event.

