

## COMMERCIAL PHOTOGRAPHY: BLACK AND WHITE

5.27.2016

WITH STUDENT LEARNING OUTCOMES

### Commercial Photography: Black and White (PH219, 4 credits)

#### Course Description:

This course explores creating black and white images using commercial style and subject matter. Researching both contemporary and historical commercial photographers, students create a black and white portfolio of commercial style images reflecting their individual personal style and vision.

*Prerequisite: none*

Students will:

1. Produce a portfolio for commercial style images with an agreed upon theme, consisting of 16 -20 black and white images that demonstrate a strong personal vision and connection to the medium and the ability to communicate ideas visually. ( PC 1, 3, 6)
2. Interpret a visual situation to communicate a specific message. (PC1)
3. Demonstrate an awareness of contemporary and historical commercial and artistic photographic works and ideas ( PC 4,5)

**Required Texts:** Required readings will be provided to you in this class.

#### Supplementary Readings:

- Barthes, Roland. *Camera Lucida*. New York: Hill and Wang, 1981.  
ISBN-10 0374532338 (\$10.05)
- Cotton, Charlotte. *The Photograph as Contemporary Art*. New York: Thames & Hudson, 2004.  
ISBN-10 0500204012 (\$45.00)
- Klein, Alex. *Words Without Pictures*. New York: Aperture Foundation, 2009.  
ISBN-10 1597111422 (\$68.94)
- Sontag, Susan. *On Photography*. New York: Picador, 1977.  
ISBN-10 0312420099 (\$10.81)
- Szarkowski, John. *The Photographer's Eye*. New York: The Museum of Modern Art, 2007.  
ISBN-10 087070527X (\$17.97)

#### Supplies:

- Digital SLR capable of shooting Raw files, with a minimum sensor of 8 megapixels (\$600.00 – \$1200.00)
- Memory card(s) for your DSLR. (8 to 16 GB – Approx. \$10.00 to \$25.00) GET MORE THAN ONE. Two smaller are better than a single larger one (Writes faster, and if it goes up less information/images are lost).
- Card reader (Approx. \$10.00 to \$50.00)
- If you can, get an extra battery. You will use it. (Approx: \$50.00 for your DSLR- name brand)
- Electronic cable release for your DSLR. You don't need it every day, but when you need it you need it. (Approx. \$50.00 to \$75.00) You will most likely use it in the studio next semester.
- A portable hard drive that is Mac compatible. (Approx: 500 GB/\$60.00, 1 TB/\$100.00+)
- Tickets for printing (Approx. \$100.00)
- 1 box (50 sheets) of 11x14" Ilford fiber base paper, glossy surface (Approx. \$90.00)

- 4 rolls of black and white 120mm film, ISO 400. Buy Kodak TRI-X, Ilford HP5 or FP4. (Approx. \$5.00/roll or \$125.00/25)
- 120mm negative sleeves- archival quality notebook style pages, about 25 sheets (Approx. \$20.00/100 sheets)
- A three-ring clamshell binder to store your film. (Aprox. \$12.00)
- Supplies for cleaning negatives: Ilford Antistaticum Anti-Static Cloth or negative brush, and PEC-12 Cleaner and pads. (Approx. \$12.00/Antistaticum, \$10.00/negative brush, \$25.00/PEC-12 Cleaner and pads)
- Scissors (Approx. \$10.00)
- A bottle opener (Approx. \$3.00)
- A three-ring notebook/binder for handouts. (Approx. \$8.00)
- A notebook for use in class. (Approx. \$3.00)
- A Blurb book that we will make in class (Aprox. \$30-50)

**Supplementary Supplies:**

- Adobe Creative Cloud- Adobe now “leases” their software on a monthly basis. As a student, for \$10/month you can have access on your home computer to the Photoshop and Lightroom. Or, for \$20/month you can have access to the entire Creative Suite. As opposed to buying the software, you will receive access to updated versions as they come out.