

### ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

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### Programmatic Student Learning Outcomes/Mission

The mission of the Bachelor of Fine Arts Degree in Professional Photography program is to prepare students for careers in the field of professional photography through a philosophy of "learning by doing." The program is designed to educate all students in basic and intermediate photographic skills through a shared Lower Division. Students develop a creative style and visual problem-solving skills while engaging in specialized market areas and techniques in the Upper Division. The program integrates liberal arts, professional business practices and ethics with a core photography and media production curriculum that prepares students for the creative, business, and technical challenges of a professional photography career.

### Program Description

The 120 semester credit Bachelor of Fine Arts in Professional Photography prepares students for careers in the field of professional photography. The cross-platform philosophy combined with the experiential learning provided by professional photographers/ instructors provides a unique and innovative technical education that develops graduates with a creative style and unique visual problem-solving skills. The program combines 75 semester credits of core photography classes, including business course work, and 45 semester credits of general education studies.

Upon Completion of the Professional Photography Program, students should be able to:

- Effectively use contemporary photographic tools. (Visual Literacy, Adept)
  - Effectively use photographic media and asset management software. (Adept)
  - Effectively collaborate to accomplish professional goals. (Collaboration)
  - Develop and implement an effective marketing program. (Problem Solver)
  - Understand professional business and ethics standards. (Ethics)
  - Apply creative and sophisticated visual solutions to the challenges of producing visual media. (Problem Solver, Visual Literacy)
  - Apply effective professional communication skills. (Communication)
  - Develop a lifelong learning pattern. (Adept)
  - Understand the principals of business management. (Problem Solver, Adept)
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**Course Title**                      **Advanced Advertising Photography**

**Course Code**                      **ADR323**

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Credit Hours                      3 Semester

Contact Hours                      3 Hours

Prerequisites                      PTT360

# Course Syllabus

Course Type	Lecture
Instructor	TBD
Email	TBD
Telephone	TBD
Term Start/End Date	TBD

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## Course Description

Photography of people, places, and things in the advertising and editorial arena is emphasized. Specific subjects covered are fashion, people in advertising, and editorial portraiture and include studio and location assignments. The importance of design in creating effective imagery and using words to trigger imagery is given special attention along with critical thinking.

## Learning Objectives

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

- Demonstrate an understanding of communicating concepts in the context of advertising
  - Apply principles of composition, design, color and basic typographical layout to the advertising message
  - Produce photography that is an integral part of the overall advertisement
  - Work effectively in a group to produce a successful project
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Required Textbook(s) Craig, James, William Bevington, Irene Korol Scala and James Craig. *Designing with Type*, 5<sup>th</sup> edition. Watson-Guption Publications, 2006. ISBN-13: 978-0823014132

Whelan, Bride M. *Color Harmony*, Rockport Publishers, 2004. ISBN-13: 978-1592530311

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## Course Outline

**Week 1:** Introduction to Advertising, brief history of advertising as an industry, past trends, milestones.

**Week 2:** Introduction to editorial markets as pertains to an advertising photographer. Discussions on elements of page design for editorial layout.

**Week 3:** Critique of 1<sup>st</sup> editorial assignment, critique of 1<sup>st</sup> advertising assignment. Discussion of 2<sup>nd</sup> editorial assignment with complementary color scheme.

**Week 4:** Discussion of non-profit organizations and non-profit advertising assignment. Student presentations of client research for advertising project.

**Week 5:** Crit of editorial assignment #2. Discussion of 3<sup>rd</sup> editorial assignment with analogous color scheme.

**Week 6:** Lecture with multimedia presentation, "The Branding Gap by Marty Neumeier." Show examples of award winning editorial spreads. Show examples of publications and magazines used for research to gain ideas and understand how the advertising and editorial business function.

**Week 7:** Students present ideas and comps for non-profit public service print ads. Advertising groups present rough comps to class to show final project advertising campaign

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**Week 8:** Critique of editorial assignment #3. Critique of advertising assignment #2. Discussion of 4<sup>th</sup> editorial assignment with symmetrical requirements. Discussion of 3<sup>rd</sup> advertising assignment.

**Week 9:** Introduction to costs of doing business as an advertising/editorial photographer. Introduction to pricing advertising and editorial photography.

**Week 10:** Crit of editorial assignment #4. Crit of advertising assignment #3. Discussion of 5<sup>th</sup> editorial assignment with asymmetrical requirements.

**Week 11:** Discussion of 4<sup>th</sup> advertising assignment. Discussion of “Terms and Conditions” clauses as they relate to photographers’ invoices/estimates.

**Week 12:** Crit of editorial assignment #5. Crit of advertising assignment #4

**Week 13:** Introduction to art director Alexy Brodovitch and discussion of 6<sup>th</sup> and final editorial assignment.

**Week 14:** Final crit of editorial assignments 1-6. Final presentation of group advertising work to guest art director.

**Week 15:** Final exam covering basic typography

## GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student’s overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student’s grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
Course Area	%	Percent	Letter	Numeric
		93–100	A	4.00
		90–92	A-	3.70
Three Completed Job Jackets	10%	87–89	B+	3.30
		83–86	B	3.00
Weekly Editorial Assignments	30%	80–82	B-	2.70
		77–79	C+	2.30
Weekly Advertising Assignments	30%	73–76	C	2.00
		70–72	C-	1.70
Group Advertising Projects	30%	67–69	D+	1.30
		60–66	D	1.00

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Total	100%	0-59	F	0.00
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## DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

## ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

# Course Syllabus

## Academic Integrity

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else’s work as one’s own work including images and motion clips. Using work previously submitted for another purpose, without the instructor’s permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.

- **Plagiarism** – Submitting as one’s own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.

- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.

- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.

- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization’s standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:

- Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.

- Brooks Institute will only use legally acquired software on our computers.

- Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.

- Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.

- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

# Course Syllabus

## CREDIT ASCRIPTION ADDENDUM

**ADR323 Advanced Advertising Photography - 3 semester credit hours**  
**Type: Lecture/Studio**

**Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives**

Course Learning Objectives:

1. Demonstrate an understanding of communicating concepts in the context of advertising
2. Apply principles of composition, design, color and basic typographical layout to the advertising message
3. Produce photography that is an integral part of the overall advertisement  
Work effectively in a group to produce a successful project

The following indicates the **minimum** number of hours per assignment

	<b>Assignment Title</b>	<b>Homework Hours</b>	<b>Assignment Objectives</b>
<b>Week 1</b>	One Word No Copy	8	1,2,3
<b>Week 2</b>	Achromatic Layout	10	1,2
<b>Week 3</b>	Non Profit	10	1,2,3
<b>Week 4</b>	Complementary Color Scheme Layout	10	1,2
<b>Week 5</b>	Perception vs. Reality	10	1,2,3
<b>Week 6</b>	No Assignment		
<b>Week 7</b>	No Assignment		
<b>Week 8</b>	Analogous Color Scheme Layout	10	1,2
<b>Week 9</b>	Asymmetrical Layout Scheme	10	1,2
<b>Week 10</b>	Wyeth/Hooper	10	1.2.3
<b>Week 11</b>	No Assignment		
<b>Week 12</b>	Symmetrical Layout Scheme	10	1,2
<b>Week 13</b>	Brodovitch Layout	8	1.2
<b>Week 14</b>	No Assignment		
<b>Total</b>		96	