

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.

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 **Lifestyle Photography**

Course Code **CMO374**

Credit Hours 3 Semester

Contact Hours 3 Hours

Prerequisites PTT360 or VJN292

Course Syllabus

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

Course Description

The techniques and marketing of lifestyle photography for students who wish to incorporate lifestyle photography into their professional career. Topics covered include: identification of the different markets of leisure, business, stock and catalog usage; photography techniques using a wide range of lifestyle subjects; building production teams, pre-production forms and storyboarding; matching models, wardrobe and location for message continuity; development of editing skills and marketing strategies for both assignment and stock clients.

Learning Objectives

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

- Research lifestyle images for the leisure, corporate, stock and catalog markets and apply findings to producing images appropriate for the market
 - Understand pre-production forms and procedures and choose to adopt industry-accepted practices
 - Use storyboards to develop and plan photography projects
 - Assess location needs, scout sites, and make appropriate location choices
 - Assemble a production team and develop a budget
 - Develop sources for models, stylists and assistants
 - Interact successfully with talent and photograph different numbers of models
 - Bias shoots for a particular market segments
 - Use a wide range of lighting techniques on location
 - Apply editing skills to present a suitable set of images to clients / agencies
 - Produce a strong portfolio of lifestyle images
 - Build a marketing strategy for at least one market segment
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Required Textbook(s) N/A

Course Outline

Week 1: Week 1 activities discussed at the beginning of class. Define lifestyle subjects and their relative markets and show examples, discuss location scouting, permits and property release, review course objectives and required photographic equipment, review editing objectives as part of the post production requirements for the course. Assignments due Week 3 given/reviewed.

Week 2: Review sources for models/stylists/wardrobe/props. A review of grading for all assignments will be covered. Introduce parameters for the Final Portfolio Assignment due Week 15.

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Week 3: Week 1 Assignment collected and discussed in class. Discuss the changing color palettes in relation to current marketing strategies, e.g., seasonal fashion and interior color palette. Assignments due Week 5 given/reviewed.

Week 4: Discuss and review the logistics of a Clothing Catalog assignment, including negotiating model releases, building a production team, hiring and working with a stylist, obtaining location permits and the business practices of residual uses of the images.

Week 5: Week 3 Assignment collected and discussed in class. Lecture on differences between Ad Agencies and Design Firms and their respective clients; show examples from the two different markets. Assignments due Week 7 given/reviewed.

Week 6: Location Lighting Demo: restaurant environment.

Week 7: Week 5 Assignments collected and reviewed in class. Assignments due Week 9 given/reviewed.

Week 8: Guest Speaker (open topic relative to the course). Lecture on lifestyle market for imagery, show examples, and relate it to the Editorial Lifestyle Market. Include: how to research clients and create a client database for promotional mailings.

Week 9: Assignments given Week 7 collected and discussed in class. Assignments due Week 11 given/reviewed.

Week 10: Lecture on stock uses of Lifestyle Photography and how to approach a Stock Agency for representation.

Week 11: Week 9 Assignments collected and discussed in class. Assignments due Week 14 given/reviewed .

Week 12: Location Lighting Demo: spa environment.

Week 13: Guest Speaker (open topic relative to the course).

Week 14: Week 11 Assignments collected and discussed in class.

Week 15: Final portfolio due and discussed in class. Culminating class meeting and review.

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

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		90–92	A-	3.70
		87–89	B+	3.30
		83–86	B	3.00
		80–82	B-	2.70
		77–79	C+	2.30
		73–76	C	2.00
		70–72	C-	1.70
Revision Date	July 23, 2012	67–69	D+	1.30
Author	Chuck Place	60–66	D	1.00
		0–59	F	Below 1.00
	Total			100%

DEFINI-

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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

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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.

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.

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- 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.

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CREDIT ASCRIPTION ADDENDUM

CMO374 – Lifestyle Photography - 3 semester credit hour

Type: Lecture

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

Course Learning Objectives:

1. Research lifestyle images for the leisure, corporate, stock and catalog markets and apply findings to producing images appropriate for the market
2. Understand pre-production forms and procedures and choose to adopt industry-accepted practices
3. Use storyboards to develop and plan photography projects
4. Assess location needs, scout sites, and make appropriate location choices
5. Assemble a production team and develop a budget
6. Develop sources for models, stylists and assistants
7. Interact successfully with talent and photograph different numbers of models
8. Bias shoots for a particular market segments
9. Use a wide range of lighting techniques on location
10. Apply editing skills to present a suitable set of images to clients / agencies
11. Produce a strong portfolio of lifestyle images
12. Build a marketing strategy for at least one market segment

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

Week	Assignment Title	Homework Hours	Assignment Objectives
1	Pre-production forms created	3	2
2	Assignment 1 shoot pre-production	4	1,2,3,4,5,6
3	Assignment 1 shoot	6	7,8,9
	Assignment 1 post-production	4	10,11
4	Assignment 2 shoot pre-production	4	1,2,3,4,5,6
5	Assignment 2 shoot	6	7,8,9
	Assignment 2 post-production	4	10,11
6	Marketing strategy	3	12
	Post-production on group shoot	4	10,11
7	Assignment 3 pro-production	4	1,2,3,4,5,6
8	Assignment 3 shoot	6	7,8,9
	Assignment 3 post-production	4	10,11
9	Post-production on group shoot	4	10,11
10	Assignment 4 shoot pre-production	4	1,2,3,4,5,6
11	Assignment 4 shoot	6	7,8,9
	Assignment 4 post-production	4	10,11
12	Assignment 5 pre-production	4	1,2,3,4,5,6

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13	Assignment 5 shoot Assignment 5 post-production	6 4	7,8,9 10,11
14	Post-production on group shoot	4	10,11
15	Main portfolio preparation	8	10,11,12
Total		96	