



# Wayne County Community College District

## COURSE SYLLABUS

### DPT 219 Commercial Photography

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**CREDIT HOURS:** 3.00

**CONTACT HOURS:** 45.00

**COURSE DESCRIPTION:** In this course students will receive training in specialized camera, studio and location photography of merchandise, facilities and other subjects for promotional advertising. Students will learn how to interpret and produce layouts as well as the working partnership between photographers and art directors.

**PREREQUISITES:** DPT 110

#### **EXPECTED COMPETENCIES:**

*Upon completion of this course, the student will be familiar with:*

- Understand and appreciate the role of photography in advertising and commercial publicity
- Understand typical personnel structures and commissioning methods of advertising agencies, design groups and Public Relation organizations
- Understand the relationship of copy and image in advertising
- Use camera and lighting techniques, introducing more sophisticated and creative applications of the equipment
- Learn how to control the image content, in most cases the outcome will be a predicted solution
- Set up photograph using props or people in a studio or on location for commercial photographing subject matter

#### **ASSESSMENT METHODS:**

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

#### **GRADING SCALE:**

90%-100%	=	A
80%-89.9%	=	B
70%-79.9%	=	C
60%-69.9%	=	D
<60%	=	E