

Commercial Photography
Exit Competencies

At the end of the program a student will be able to:

- ◆ Demonstrate working familiarity with professional 4 x 5mm and 35mm camera equipment.
- ◆ Describe theory of exposure control.
- ◆ Understand light timing mechanisms for photographic use.
- ◆ Describe basic refraction and critical and acceptable focus.
- ◆ Understand how optical focal lengths are measured.
- ◆ Describe how focal length effects image perspective at various format sizes of film.
- ◆ Understand basic color theory and its effect on black and white films.
- ◆ Comprehend basic sensitometric characteristics of black and white films and construct accurate parametric charts for precise exposure and development control.
- ◆ Pre-visualize a scene and make proper exposure evaluation under a continuous light source.
- ◆ Manipulate camera shutter speed control to appropriately affect subject and background sharpness.
- ◆ Evaluate the appropriate amount of depth of field needed and make the correct aperture adjustments.
- ◆ Properly select lens by focal length to achieve desired perspective results.
- ◆ Select and utilize appropriate color filter to achieve desired contrast results with black & white films.
- ◆ Use two-dimensional design skills to help produce compelling imagery.
- ◆ Photograph and scale an image to fit into a page layout.
- ◆ Describe the basic chemical reactions in film processing.
- ◆ Select and use proper developer and developing time for a specific type of film and effect.
- ◆ Properly finish black & white film for archival permanence.
- ◆ Select printing paper quality texture and contrast for final effect.
- ◆ Evaluate black & white printing papers for proper exposure and contrast, and select proper contrast filter for variable contrast papers.
- ◆ Archival process black & white fiber based prints.
- ◆ Understand basic color theory as it relates to color photographic materials.
- ◆ Select color transparency film based on color temperature needs.
- ◆ Utilize standard color filters for basic on-camera color correction.
- ◆ Select color printing paper materials for contrast, texture and desired effect.
- ◆ Properly evaluate color prints and make adjustments in filter pack on color enlarger to attain proper color balance.
- ◆ Demonstrate working knowledge of professional quality black & white and color enlargers.
- ◆ Burn-in and dodge in black & white or color, can burn in specific color on color enlarger.
- ◆ Demonstrate working knowledge of 4X5 mm view camera operation.
- ◆ Able to adjust view camera standards for complete perspective and depth of field control.
- ◆ Solve and compensate for bellows extension in exposure calculation.
- ◆ Evaluate what perspective adjustments, if any, are necessary when preparing to photograph a scene with a view camera.
- ◆ Dry-mount and cut mats for photographic presentation.
- ◆ Mix black & white and color toning materials to properly retouch color and black & white prints.
- ◆ Mix and utilize sepia and selenium toners for print colorization and archival processing.
- ◆ Choose proper lighting equipment based on subject needs.
- ◆ Safely operate Norman and Speedotron flash equipment.
- ◆ Properly select soft boxes, umbrellas, reflector, honeycombs, snoots.
- ◆ Evaluate proper positioning of lights relative to subject.
- ◆ Utilize reflectors, fill cards, scrims gobos to properly light set.
- ◆ Decide proper exposure with professional flash meter; calculate multiple exposures.
- ◆ Load Polaroid 545 film back and expose.
- ◆ Evaluate results from Polaroid test shot for density and contrast.
- ◆ Recognize traditional lighting patterns and ratios for portrait photography.

- ◆ Utilize light meter to properly measure light ratios.
- ◆ Properly load Hasselblad and RZ67 back.
- ◆ Combine image and type to produce promotional imagery optically or digitally.
- ◆ Demonstrate working knowledge of Adobe Photoshop and utilize it for significant image manipulation and correction.
- ◆ Choose backgrounds to complement subject based on color texture shape and form.
- ◆ Effectively direct people in posing to achieve desired results.
- ◆ Utilize photographic images to convey idea of mood.
- ◆ Properly load 4X5 film holders.
- ◆ Utilize digital cameras for digital image capture.
- ◆ Prepare professional quality portfolio.
- ◆ Utilize film scanners.
- ◆ Utilize bed type scanner.
- ◆ Operate zip or other high-capacity removable storage devices.
- ◆ Operate and evaluate results from photographic densitometer.