COMMERCIAL/INDUSTRIAL APPLICATIONS
Course Syllabus

Course Number: PHTO-0213
OCAS Code: None
Course Length: 30 Hours
Career Cluster: Arts, A/V Technology & Communications
Career Pathway: Visual Arts
Career Major(s): Digital Photographer

Pre-requisite(s): Exploring the demanding work needed by industrial establishments and product manufacturers to tell their stories and display their products or services, this course offers students exposure to location work that includes architectural assignments.

Textbooks:
Dean Collins on Lighting DVD Series
Photoshop Simplified DVD Series by Photovision
Photovision DVD Series;
Various professional websites and periodicals such as Rangefinder, Professional Photographer, Studio Photograph and Design, Digital Photo Pro, and Photo Techniques

Course Objectives:

A. Understand Challenges Working on Location.
   1. Understanding safety regulations.
   2. Adapting imagemaking to industrial environments.
   3. Lighting concerns for accurate images.
   4. Filter manipulation of light situations.
   5. Understanding white balance control in digital work.
   6. Planning lighting schemes.
   7. Using your creative talents with industrial subjects.
   8. Pricing industrial and commercial assignments.

B. Explore Advertising and Product Photography.
   1. Study prominent advertising that uses photography.
   2. Lighting techniques for products.
   3. Working from prepared layouts.

C. Create Architectural Images.
   1. Use of angles, light direction and shadows.
   2. Correcting converging lines in architectural subjects.
   3. Twilight images with impact.

D. Create Manipulations with Photoshop CS.
   1. Expanding on basic techniques learned previously.
   2. Creating panoramas using computer techniques.
3. Final enhancement and printmaking.

All unmarked objectives are TTC instructor developed.

Teaching Methods:
The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures:
1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment:
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit:
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility:
The student must maintain a grade point average of 2.0 or better.