

PHOT 0090W - WEDDING AND EVENT PHOTOGRAPHY FIELD WORKSHOP

Catalog Description

Prerequisite: Completion of PHOT 60A with grade of "C" or better
Hours: 13 (7 lecture, 6 activity) per .5 unit

Description: Documentation of weddings and events, such as: conferences, trade shows, public relations events, campaign rallies, performances, holiday parties and Quinceañeras. Working with portable flash, available light and mixed lighting. Posing and capturing groups and individuals in a timely manner. Creating a shot list and other organizational tools. (CSU)

Course Student Learning Outcomes

- CSLO #1: Assess the wedding and event photography market opportunities.
- CSLO #2: Apply exposure, posing and lighting techniques in order to capture event photographs.
- CSLO #3: Create a portfolio of event photographs demonstrating technical skills, stylistic consistency and storytelling content.

Effective Term

Fall 2019

Course Type

Credit - Degree-applicable

Contact Hours

13-26

Outside of Class Hours

17-34

Total Student Learning Hours

30-60

Course Objectives

Lecture Objectives:

1. Describe the major categories of event photography and how to pursue work in them;
2. Generate a shot list for a wedding and a corporate event;
3. Discuss appropriate etiquette when photographing events;
4. Select the appropriate camera, lenses and lighting equipment for the event being documented;
5. Assess both formal and photojournalistic approaches to event photography;
6. Critique photographs considering industry standards

Activity Objectives:

1. Produce images using available light and fill flash;
2. Demonstrate on-camera and off-camera flash techniques;
3. Calculate lighting ratios;
4. Assess the visual impact of a variety of posing strategies;

5. Create a portfolio of event photographs.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: Classroom peer critiques (discussions) are an integral part of deepening student understanding of how others react to their images and to gain insight into how they can improve their work. Students are evaluated on participation, their ability to actively engage in the discussion and to provide and receive valuable feedback from their peers.
- Projects
 - Example: A final portfolio of 10-12 event photographs will be created. Evaluation will be based on a grading rubric provided to students. Major components of the rubric would include proper exposure, lighting, posing, composition and storytelling.
- Reports
 - Example: Students will research pricing strategies and marketing opportunities for wedding and event photography in Northern California. An outline of expected points to be covered, number of photographers and markets researched, and length will be provided to the students and will be correlated to the grading rubric provided to the student.
- Skill Demonstrations
 - Example: Based upon lectures, readings and in-class demonstrations, students will demonstrate how to setup a standard key/fill off-camera flash setup. The components of the grade and their weight will be provided to the students as part of a grading rubric. Major components will include proper shutter speed, aperture and ISO settings, lighting position in relation to the subject(s) and lighting ratio.

Repeatable

No

Methods of Instruction

- Activity
- Lecture/Discussion
- Distance Learning

Activity:

1. During the lab portion of the course instructor will demonstrate fill flash and bounce flash, which was discussed during the previous lecture. After the demonstration, students will be placed in small groups where they will apply both techniques using each other as subjects. Instructor will supervise, assist, clarify and help students trouble shoot using flash equipment to achieve the results desired.

Lecture:

1. Instructor will lecture on creating a shot list for a wedding and for a corporate or public relations event. Instructor will show examples of actual shot lists used by photographers and facilitate a discussion with the students as they identify the differences based on the assignment parameters. Students will be given a homework assignment where they are provided with the parameters of a theoretical wedding and an event and must generate a shot list for each.

Distance Learning

1. Instructor will prepare a video lecture/demonstration on the topic of on-camera fill-flash. Students will then utilize either the built-in flash that comes with most cameras or a shoe mounted flash and capture photographs of people utilizing this technique.

Typical Out of Class Assignments Reading Assignments

1. Read the chapter on posing individuals. Come prepared to apply those techniques during the lab portion of class.
2. Read the assigned article on fill-flash. Apply the technique outside of class and come prepared to discuss your results with the entire class.

Writing, Problem Solving or Performance

1. Given the parameters of a theoretical event and a wedding, prepare a written shot list and timeline for each using the format discussed in class.
2. Prepare a written critique of the work of a professional wedding photographer you find online. Analyze the work considering posing, lighting, lens selection and visual impact. Make sure to embed the images in the report that are being analyzed.

Other (Term projects, research papers, portfolios, etc.)

Student will complete a final portfolio of 10-12 event photographs that demonstrates their best work using the techniques demonstrated and discussed in class.

Required Materials

- Light Science & Magic: An Introduction to Photographic Lighting
 - Author: Fil Hunter and Steven Biver
 - Publisher: Routledge
 - Publication Date: 2015
 - Text Edition: 5th
 - Classic Textbook?:
 - OER Link:
 - OER:
- The Photographer's Guide to Posing: Techniques to Flatter Everyone
 - Author: Lindsay Adler
 - Publisher: Rocky Nook
 - Publication Date: 2017
 - Text Edition: 1st
 - Classic Textbook?:
 - OER Link:
 - OER:
- Theatre & Stage Photography: A Guide to Capturing Images of Theatre, Dance, Opera, and Other Performance Events
 - Author: William Kenyon
 - Publisher: Routledge
 - Publication Date: 2018
 - Text Edition: 1st
 - Classic Textbook?:
 - OER Link:
 - OER:
- Wedding Storyteller, Volume 1: Elevating the Approach to Photographing Wedding Stories
 - Author: Roberto Valenzuela
 - Publisher: Rocky Nook
 - Publication Date: 2017
 - Text Edition: 1st
 - Classic Textbook?:
 - OER Link:
 - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.

Students must supply digital storage media and presentations materials.