

ART 269AC : PHOTOGRAPHY: FINE ART & COMMERCIAL

Transcript title

Photography: Art Commercial

Credits

4

Grading mode

Standard letter grades

Total contact hours

50

Lecture hours

30

Other hours

20

Prerequisites

ART 265 and ART 267.

Recommended preparation

ARH 270 and ART 166.

Course Description

Introduces two pathways in photography for career development, Fine Art and Commercial. Focuses on artistic and conceptual aspects of photography, employing photography as a medium of self-expression and creativity in fine art. Utilizes technical skills in the service of commercial photography to photograph material for print, sales, or digital advertising. Repeatable for credit.

Course learning outcomes

1. Illustrate use of advanced camera settings, techniques, and photographic process.
2. Contrast the characteristics of Fine Art and Commercial Photography.
3. Create Fine Art Photography to express conceptual ideas and expressions in ways that can be understood or interpreted by others.
4. Compose stylized, professional images for use in Commercial Advertising.
5. Demonstrate advanced digital editing skills using industry standard software.
6. Develop pieces to include in a professional portfolio of Fine Art and Commercial Photography.
7. Use media-specific terminology to receive and provide feedback.

Content outline

Fine Art Photography

1. Distinction of fine art photography
2. History and evolution of fine art photography.
3. Composition, color theory, and the use of light
4. Advanced techniques: Long exposure, HDR, Stylized Lighting

5. Planning a Fine Art Photography project
6. Editing for Mood, Tone, and Conceptual Depth
7. Fine Art prints.
8. Mixed-media techniques and alternative processes
9. Self-promotion, marketing, and selling fine art photography

Commercial Photography

1. Different genres within Commercial Photography: Product, Fashion, Corporate, Food, E-Comm, and Real Estate
2. Advanced techniques: High-speed, focus stacking, low key, high key, and composites
3. Branding and Marketing guidelines for current trends
4. Creating a digital portfolio
5. Copyright law, waivers, model release forms, and contracts

Constructive critiques: receiving and [giving feedback between instructor and classmates](#)

Required materials

Digital Single Lens Reflex or Mirrorless camera with manual focus lens and exposure capabilities is required. Students will need to provide specific materials used in this course with may include textbook or other course reading documents; please see the syllabus for a detailed list.