

**Bossier Parish Community College
Master Syllabus**

Course Prefix and Number: COMM 270 **Credit Hours:** 3

Course Title: Commercial Photography

Course Prerequisites: COMM 160

Textbook: Goden, Seth. *All Marketers are Liars*. 2012 Edition.

Course Description: Students will produce photographic images for commercial application. The use of professional studio equipment and practices will allow students to engage in creative problem solving techniques while learning aesthetic and technical communication in commercial photography.

Learning Outcomes:

At the end of this course, the student will

- A. Use lighting effectively to illuminate shape and form;
- B. Produce medium format photography images;
- C. Photograph a variety of mediums including metal, glass, and opaque objects;
- D. Capture images using a tethered photography workflow; and
- E. Critique and analyze commercial work of peers and professionals.

To achieve the learning outcomes, the student will

- 1. Photograph a variety of objects with high-key and low-key lighting. (A,C)
- 2. Plan and create a set of images for a client. (A,B,C,D,E)
- 3. Demonstrate proficiency with Capture One software. (A,D)
- 4. Present a final project of a product. (A,C,E)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:	90 – 100	A
	80 – 89	B
	70 – 79	C
	60 – 69	D
	0 – 59	F

Course Fees: \$45.00

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

Nondiscrimination Statement

Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

COORDINATOR FOR SECTION 504 AND ADA

Angie Cao, Student and Disability Services Specialist
Disability Services, F-254, 6220 East Texas Street, Bossier City, LA 71111
318-678-6511
acao@bpcc.edu

Equity/Compliance Coordinator
Teri Bashara, Director of Human Resources
Human Resources Office, A-105
6220 East Texas Street
Bossier City, LA 71111
Phone: 318-678-6056
Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.