

**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.

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

**Course Fees:** \$70.00

## **Nondiscrimination Statement**

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### 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](mailto: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.