

Riverside Community College
Photo 11 Commercial & Advertising | Fall 2024
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*"Photography, as a powerful medium of expression and communications,
offers an infinite variety of perception, interpretation and execution"*

- Ansel Adams

Syllabus - Fall 2024

Welcome:

It's great to have everyone in Photo 11 this semester I hope you find this class inspiring. You will be expected to work hard during this course; you will be graded on execution, effort applied, and production of work. If you are not grasping any ideas or concepts about the camera, or you would like to learn more about any given topic, feel free to reach out to me during or after class, by phone or email.

Academic Honesty:

You are expected to complete your own work in this class. If you plagiarize, use work from other students, or classes that you have previously completed, you will receive an "F" for the corresponding project. During quizzes and tests, you are expected to provide your own answers without aid from other students or copying from other students in class. You must comply by the academic dishonesty rules set forth by Riverside City College. For more information, please reference the "Standards of Student Conduct," listed in the Student Handbook. Students with more than one violation of the standards of student conduct in this course may receive an "F" in the course or be subject to other disciplinary action.

Special Needs:

If you have a documented physical, psychiatric/emotional, medical, or learning disability that may impact your ability to carry out assigned course work, contact the staff in the Disability Resource Center (DRC) at (951)222-8060 on the Riverside City Campus. The DRC will review your concerns and work with you to determine what accommodations are necessary and appropriate. All information and documentation that you share with the DRC is confidential.

Stress and Mental Health:

You can learn about RCC's confidential counseling and mental health services available on campus by visiting the student Health and Psychological services in the Bradshaw building or calling (951)222-8151. You can call the Riverside County 24-hour Crisis and Referral Line by dialing 211. The National Suicide Prevention Hotline is (800)273-TALK

Course Description:

An introduction to professional practices in commercial and advertising photography. Students will learn how to understand and navigate the commercial market and create commercial photography clients such as; magazines, advertisements, architecture, and photographic illustrations.

This class is all about problem solving,
time management and improving your craft.

Time management is very important for this class. You have one assignment due every week plus in class assignments, a midterm and your final project. It's important that you stay on top of your work. Missing one or two of your assignments is enough to lower your grade.

Purpose:

This class will explore the areas in the world of professional photography, proficiency in the capture of images with both natural and artificial light sources. We will work on developing a better sense of design and composition with assignments being more *conceptual than defined*. In other words it is not about the obvious but more about the implied. This class is all about you the photographer telling your viewer a visual story with the use of creativity, uniqueness with the rich emotions your images give the viewer.

Assignments:

All digital files are due the night before class at 7pm (Monday)
and prints are due before the start of class

All assignments are to have capture dates after the first day of class except assignments that state otherwise. Any earlier work turned in will be given zero points for that assignment.

All meta data for the images needs to be included with each image.
Any Assignment that is out of focus will receive -3 points.

All the assignments with articles and videos are on my website at www.genesasse.com
with a link in the menu bar.

All digital assignment files are due the night before (Monday) class by 7 pm any assignments submitted after this time is considered late. Send your images to me via weTransfer at photos@iearts.org All assignments are to be full res tiffs with your name in the image file and meta data. A free account can be setup <https://auth.wetransfer.com/>

No Late assignments without a reason. There are no assignment redo's in this class, so do the best job you can.

You will also find articles and videos you may find helpful to you as a person and photographer. Another website you might find inspirational is <https://sasseartmuseum.org>

Photo 11 Assignments

Aug 20 | 1st Day of Class

1-Aug 26 | Best Photos

2-Sep 2nd | Illustrated Quote

*3-Sep 10th | Money

4-Sep 16th | Cereal

5-Sep 23rd | Blue Hour Architecture

*6-Oct 1st | Flip Composite

7-Oct 7th | Work Portrait

*8-Oct 15th | Book Cover

9- Oct 21st | Selling Riverside – midterm PDF

*10- Oct 29th | Architectural & Botanical Detail

11-Nov 4th | Industry

Nov 8 | Last day to drop with a “W”

*12-Nov 4th | Light Abstraction

13-Nov 12th | Loneliness

Nov 18th |

Nov 26th | no class

*Dec 3rd | Quote Book

Dec 10th | finals

*print assignments

Bring your camera to class:

From time to time I may assign an in class assignment that is due the same day

Notes:

This is an advanced photography class. You should look at me as if I'm your client, but instead of being paid you're rewarded with a grade. If you're late with an assignment you missed the deadline. As a client you need to make sure you turn in the best possible image the 1st time. When you're in business you need repeat clients and the way to keep clients is to the best work you can, with no excuses. All Assignments are available online so you can work on multiple assignments at one time. All assignment need to unique to you.

All assignments are to be shot RAW then processed as necessary. You will be asked from time to time to submit your RAW files. Besides shooting with RAW format I also recommend that you to set your camera to Adobe RGB and average white balance.

Label your images with the assignment being the 1st item-last name_1st name- file number. The file name will look like this.

1-1st name_ last name7321.tif

If this information is missing or not in this format there will no redo's and you will receive a zero for the assignment.

I reserve the right as your instructor to modify the course content (assignments, grading procedures, tests etc.) as the situation dictates. I will inform the students of any such changes via class announcements or email. If you miss a class check with fellow students to find out what you missed.

RCC Drop policy:

It is your responsibility to drop this class by the appropriate drop deadline set forth by Riverside City College if you do not plan to continue attending this course. Additionally, if you miss class three times without an excused absence, if you fall behind by three assignments, or if you continually disrupt this class, the professor has the option to drop you from this class. If you are having difficulty maintaining the submission deadlines, please see the professor before dropping this class, as accommodations may be made to extend deadlines if the extenuating circumstance is compelling and unavoidable. If deadlines are changed, you will work out a written plan with the professor to complete your projects. Please note, the grade of "incomplete" can only be arranged with the instructor for circumstances with documentation that are not avoidable, such as hospitalization.

*It is your responsibility to drop the class if you choose not to complete it!
I will not drop you! If you do not drop the class you will receive an "F"*

Grading:

All assignments are 10 points per image unless otherwise stated

A 90 - 100% - excellent work
B 80 - 89% - good work
C 70 - 79% - average work
D 60 - 69% - below average work
F 59 - 00%

As part of grading I do critiques of your work in class. The critiques are not about what's wrong with the images but how to make the images better. Photography is about telling stories visually.

The better the images the better the story.

On all assignments it is your job as a photographer is to turn in the best images possible. That means if you have any distracting elements in your image, you should crop them out or retouch them. This is one of the final classes in this program so all images should be technically perfect. Proper focus, perfect exposure and color balance. No distracting elements to pull your eye away from the subject. No blown out highlights or blocked shadows.

Your job as a photographer is to seduce,
amuse and entertain