Commercial Photography Courses | Effective Fall 2012

TEC 1022. Photographic Imaging I (3).F;S.
An introductory course in digital photography which will cover technical information about cameras, lenses, printing, cataloging processes, image editing and workflow practices. Students will also learn the foundations of composition for various genres of photography. Students will need access to a DSLR camera. A limited number are available for loan through the program. Studio five hours. (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

TEC 2022. Photographic Imaging II (3).F;S.
A continuation of TEC 1022 (Photographic Imaging I) that covers advanced photographic processes and practices and will investigate control systems for exposure and development, the zone system, lighting, film processing, digital imaging processes and printing. Students will improve on their composition and photographic production values. Students will need access to a DSLR camera. A limited number are available for loan through the program. Prerequisite: TEC 1022 or permission of the instructor. Studio five hours. (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

TEC 2032. History of Photography (3).F.
This course examines photography in a historical context from the beginning of the 19th Century through mid 20th Century. This comprehensive study of the technical and creative evolution of photography will feature significant individuals, their styles and corresponding historical events. Emphasis shall be placed on the development of photography in relation to developments in science, technology, society, the arts and politics. Lecture three hours. (CROSS-DISCIPLINARY)

TEC 2052. Form and Media in Photography (3).F;S.
Form and Media in Photography is designed to improve the visual literacy and compositional awareness of students intending to be Technical Photography majors or minors. The course will focus on current trends in commercial imaging and usage in a variety of media. Students may explore photographic design and aesthetic elements in catalogs, editorial magazines, corporate media, web sites, packaging, and retail venues, and other appropriate media outlets. The use of emerging media and video as it relates to photography in these areas may also be studied. Prerequisite or corequisite: TEC 2022.

TEC 2062. Issues in Contemporary Photography (3).S.
This course will provide students with an understanding of the theoretical, critical, and professional concepts in contemporary photography. Topics may include but are not limited to, how the roles of philosophy, art history, science, technology, literature, psychology, marketing, consumer trends and consumption are relevant to photography and the various genres within the field. Students will broaden their understanding of these issues through readings, lectures, discussions, assignments, critiques, and presentations by professionals within the field. Prerequisite: TEC 2022.

TEC 2113. Advanced Digital Photography (3).F;S.
This course covers advanced digital photographic processes which may include: control systems for exposure, capture, editing, color profiling, calibration, and image presentation. Students will gain advanced digital image editing skills and workflow methodology. Prerequisite: TEC 2022 or permission of the instructor. Lecture two hours, laboratory two hours.
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TEC 3005. Professional Photographic Practices (3).F:S.
GEN ED: Junior Writing in the Discipline (WID)
This course is designed to introduce the upper level photography major to best professional practices for the photography proprietor/entrepreneur. Topics may include intellectual property law, tax obligations and reporting requirements, employment law, insurance responsibility, and renters’ rights and obligations under a lease. In addition, the course may cover software solutions to estimating and bidding jobs, tracking expenses, invoicing clients, and developing legal contracts. The course will also cover marketing, promoting and advertising options. By the end of the course, students will have developed a business plan, a financial statement, marketing materials, and have created a visual identity (logo/brand) to take into the marketplace.
Prerequisites: ENG 2001 or its equivalent and TEC 2022. (WRITING)

TEC 3010. Shot of the Day (1).F.
This course requires the student to produce one photograph each and every day of the semester with weekly critiques to evaluate cohesiveness, production value, compositional strength, and technical control.
Prerequisites: junior standing and TEC 2022. Open only to Technical Photography majors or minors.

TEC 3020. Junior Photographic Portfolio (1).S.
This course requires the student to develop two small portfolios throughout the term, each along a single theme. Weekly critiques and discussions will evaluate student progress and provide guidance for improvement.
Prerequisites: junior standing and TEC 2022. Open only to Technical Photography majors or minors.

TEC 3312. View Camera (3).F.
This course will introduce the student to making photographs with the 4x5 view camera. This is a major tool of the professional photographer and the following information will be covered: the view camera and its basic parts, basic view camera operations, advanced view camera controls, and materials, processes, and accessories associated with the view camera. TEC photography majors should have sufficient knowledge and understanding to utilize exposure and development controls for b/w films (TEC 2022). A primary concern in this course will be visual advantages of the view camera. The goal will be a portfolio which demonstrates your technical and visual awareness. Studio five hours. Prerequisites: TEC 1022 and TEC 2022.

TEC 3342. Documentary Photography (3).S.
Documentary photography exposes students to the work of a number of great documentary photographers and photojournalists, as well as to writing about the documentary tradition. Students work throughout the term on a photo documentary project of their own, attempting to reduce a tiny area of the moving world to a set of still images that convey what the viewer needs to know about what they saw without hearing the sounds, smelling the odors, seeing the motion, or experiencing what was happening outside the viewfinder. Students also write papers about the subjects of their photo documentaries. Studio five hours.

TEC 3422. Studio Photography (3).F.
An introductory course to studio photography that covers studio lighting and large format cameras for industrial/product and portrait photography. Prerequisite: TEC 2022 or permission of the instructor. Studio five hours. (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)
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TEC 3522. Video Production for Photographers (3).F;S.
This course will utilize the audio and video capabilities of today’s HDSLR cameras and explore how photographers can create compelling and complex visual narratives for their clients in the commercial and corporate marketplace. Topics may include advanced technical techniques for the use of different audio microphones, best practices in recording audio for editing, how to light and shoot for motion, time lapse and animation of stills, conducting and shooting interviews, and basic non-linear editing techniques. Course assignments are to be completed to professional standards. Students will need access to a video capable DSLR camera. A limited number of cameras are available for loan through the program. Prerequisite: TEC 3422 or permission of the instructor.

TEC 3552. Technical Assistant (1).F;S.
A supervised, meaningful, planned and evaluated laboratory assistant experience. Students enrolled in this course will act as instructional aides and program assistants within various technology courses and labs. Barring duplication, this course may be repeated for a total credit of four semester hours. Prerequisite: junior or senior standing.

TEC 3722. Editorial Photography (3).F;S.
Editorial Photography is an advanced three credit hour course that emphasizes the tools and lighting techniques of the professional editorial and corporate/industrial photography marketplaces. Topics may include studio lighting, DSLR camera usage, and various location lighting techniques. Students will learn about business procedures and markets specific to editorial photography. Prerequisite: TEC 3422 or permission of the instructor.

TEC 4412. Fashion and Beauty Portraiture (3).S.
Students in this advanced course will review the history of fashion and beauty photography, explore current trends in the industry, and survey the many markets and applications for fashion and beauty imagery. Students will have the opportunity to work with models - both volunteer and professional - make-up artists, hair stylists, and wardrobe stylists in learning how to produce a professional fashion or beauty shoot. Each student will be encouraged to develop her or his own style through fashion editorial assignments, beauty advertising assignments, and testing with models, both in the studio and on location. Working digitally, students will also have the opportunity to learn how to use a wide range of lighting and camera controls specific to beauty photography in order to establish a color managed workflow to guarantee consistency of image production from capture through final delivery of images. Lecture two hours, studio two hours. Prerequisite: TEC 3422 or permission of the instructor.

TEC 4422. Product Photography (3).F.
This advanced course will emphasize the tools and techniques of the professional photographer. Studio lighting, large format cameras, and color transparencies will be primarily used, and the student is expected to have working knowledge of these. Assignments will be expected to be completed to professional standards. Lecture, critique, three hours. Prerequisites: TEC 3312 and TEC 3422.

TEC 4432. Photographic Portfolio (3).F;S.
GEN ED: Capstone Experience
This senior level course is designed for the major in Technical Photography. The course will prepare the graduating senior to apply for employment in the field of professional photography or admission to graduate school. Topics covered will include letters of introduction, resumes, portfolio production and presentation, preparing exhibits, and web pages. Through the production of the final portfolio, students will demonstrate their technical skills, visual communication ability, knowledge of theory in design, and awareness of the global market. Prerequisite: senior standing. Open only to Technical Photography majors. Lecture two hours, critique two hours.