

Photo 21a
Product Photography
Section 27240 Spring 2004
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This course will introduce the concepts of lighting and composing required for basic commercial product photography . The emphasis will be directed to the problems of lighting products based upon their surface qualities and shape. Additional emphasis will be on designing sets and advertising arrangements.

Prerequisites:

The content of this class is designed with the presumption that you have successfully completed Photo 001 Lecture and Lab at West valley College, or an equivalent college-level Photography Lecture and Lab class from another institution. There are no exceptions granted to this basic prerequisite. Additionally, it is highly recommended that you should have taken and successfully completed Photo 002 Lecture and Lab.

Objectives:

When you have successfully completed this course, you will have a working knowledge of:

- Lighting for Reflective Surfaces
- Lighting for Textured Surfacers
- Lighting for Transparent Surfaces
- Lighting for Shape
- Working from Composite Drawings
- Designing a Product Image Program

Equipment and Supplies:

This class will be expensive in terms of time , materials and equipment. You may discover that you do not have the appropriate equipment for participation in this class at a level that will assure the successful achieving of the objectives. I will attempt to assist where possible, but a minimum level of personal photographic equipment such as will be described herein will be absolutely necessary.

For a camera, you will need either an adjustable 35mm SLR with interchangeable lenses or a digital camera capable of close focusing and with sufficient controls as to be adaptable different lighting conditions. The most appropriate focal length lens for the 35mm camera would be one in the 85mm to 135mm range. The lens may be either a prime focal length or a zoom lens. Whatever lens you use it must have a lens shade made specifically for that lens. This needs to be used anytime you are shooting.

You will need a light meter if you are using the 35mm camera system. . Ideally, a separate light meter capable of reading incident light is desirable. If you will be using flash for your lighting, then your meter needs to be able to read flash. The meter built into your camera is not a flash meter nor an incident light meter. It may be used, however , if your light source is going to be floodlight.floodlight.

You will need a sturdy tripod that allows for your camera to be turned for a vertical composition.

You will need to get your camera up to at least eye level or slightly higher. A cable release is also necessary.

You will need some lights and stands for working at home on assignments. If you are going to use flood-lights, the light units must be able to accommodate a 500 watt bulb. The stands need to be able to rise to a height of at least six feet. The bulbs for the film you will be using need to be rated for 3200K or 3400K light. Do Not Purchase Blue Photofloods!!!

Supplies for this class are, by definition, expendable items such as film and processing. This class has no lab or darkroom component, so we will be depending upon commercial processing labs for your image production. The critical factor of time must be taken into consideration when you select a lab. You must have your processed film ready for showing at the beginning of class on the nights scheduled for critique. So, your lab of choice must be able to deliver the film to you in time to meet this nonnegotiable deadline. In turn, you must organize your shooting schedule to meet the lab schedule as well. We will discuss this schedule problem in class, but it is real, non-variable, but solvable.

Attendance and Grading:

The class meets once a week for four hours and it is designed for you to spend at least an hour and a half in outside independent work each week. There will be much information given to you this semester. Some will be written, but a great deal will be verbal and in the form of demonstrations. In order to get the information, you need to be present. The class will start punctually at the appointed time. Late arrivals interrupt the class in progress and that will not be tolerated. You will need to arrange your social and work schedules to arrive on time and be ready to participate in the scheduled educational activity of the evening.

In most cases, we will begin an evening session with a critique of your homework shooting assignment. This will mean that you will need to have your film or disks ready for viewing when you arrive. Critique sessions are the backbone and core of the learning experience. All are expected to participate every time. Non-participation will materially reduce your learning and therefore your grade. Information is provided on a separate handout form that will provide you with guidelines for submitting work each time and for the final turn-in of a project.

Projects are due at the beginning of the hour on the date given. Projects submitted later than the due date will receive one letter grade lower than that otherwise earned. Any project may be reshot and resubmitted for grading after it has been originally submitted according to the above guidelines.