

Course Title: **Advanced Lighting**
Course Number: **PHOA223 A**
Session/Year: Summer 2014
Class Meetings: Thursdays, 1 pm – 5 pm, Fowler 205 (Photo Studio)
Instructor Name: Andrew Ross
Email Address: aiiandrewross@gmail.com (preferred) or awross@aii.edu
Phone: 919-886-7537 (text messages only)
Instructor Availability Outside of Class: Thurs. 12 - 1 pm & 5 - 6 pm, or by appointment

Course Description: Synthesizes previously introduced lighting skills for products and people in both the studio and on location. Emphasis is placed on the creative application of lighting technique and style.

Course Prerequisite(s): *PHOA202 Studio Photography*

Course Co-requisite(s): *None*

Instructional Contact Hours/Credits:

Course Length: 11 Weeks
Contact Hours: 44 Hours
Lecture: 22 Hours
Lab: 22 Hours
Credit Values: 3.0 Credits

Quarter Credit Hour Definition: A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Learning Objectives:

Upon successful completion of the course, the student should be able to:

Design effective lighting to support conceptual intention

- Conceptualize and draw lighting diagrams
- Select and apply correct lighting instruments
- Utilize lighting to create and underline mood or feeling
- Research and discover contemporary trends in lighting

Apply advanced lighting techniques to people and products on location and in the studio

- Demonstrate technical expertise of lighting for texture and shape
- Produce images reflective of current professional standards

- Defend and critique lighting choices
- Utilize image postproduction techniques**
- Use effective workflow
 - Assemble multiple images to define a concept
 - Employ post-production techniques including image correction and retouching
 - Apply metadata to files

Instructional Materials and Reference(s):

Text(s): Kelby, S. (2011). Light It, Shoot It, Retouch It: Learn Step by Step How to Go from Empty Studio to Finished Image (Voices That Matter), 1st Ed. Peachpit Press/Pearson. *This eBook should be automatically added to your digital bookshelf.*

Materials: SD or CF camera card (at least 8 GB), Flash (thumb) drive and/or external HD, Card reader

Technology Needed:

Adobe PhotoShop CC and Adobe Bridge CC.

Instructional Methods:

This course will be delivered as a combination of in class lectures and laboratory experiences.

Assessment Criteria and Methods of Evaluating Students:

This class will have both Homework Assignments and Creative Projects. Each project/assignment will vary as far as requirements. Each Assignment and Project will be given with a typed handout explaining the guidelines for that particular assignment/project. The criteria will be discussed and clarified in class, however it is your responsibility as a student to follow those criteria. Everything you need to know will be listed on the handout. The grading rubric for each project/assignment will also be explained on the handout. **READ THE ASSIGNMENT/PROJECT DESCRIPTIONS CAREFULLY, AND FOLLOW THE OUTLINED DIRECTIONS.**

If the project/assignment is to be turned in digitally, I expect you to either upload the required materials to my Dropbox account *before* class or bring a jump drive to class containing a folder with your assignment. Be *sure* that all required files are contained in a folder with YOUR NAME and ASSIGNMENT # as its name. If you decide to use CDs, they must be readable to both Mac and PC and must be tested before turning in the assignment.

Late Work Policy:

The order and pacing of the assignments/projects for this course have been designed to help you learn through a good flow of the material, with each week building on the previous work. As such, students are expected to complete work by the due dates assigned! **Late Homework Assignments will not be accepted.** These assignments are due at the required date – failure to turn in a Homework Assignment on its due date will result in a score of zero for that assignment. **Late Projects will be penalized heavily**, as follows: 10% deduction for not turning in the project at the beginning of the class period when it is due (so as to participate in

critique), followed by accumulating 10% deductions for each week late thereafter, starting with the day after the project is due. So a project that is turned in one week late will receive a 20% deduction!

Student Evaluation / Grading Policies:

Methods of Assessment		Grading Scale	
Projects (2) <i>(each project is worth 15%)</i>	30%	93 – 100	A
Homework Assignments <i>(each assignment is worth 5%)</i>	15%	90 – 92	A-
Quizzes/Homework	10%	87 – 89	B+
Professionalism/Participation	10%	83 – 86	B
Final Project	35%	80 – 82	B-
Total	100%	77 – 79	C+
		73 – 76	C
		70 – 72	C-
		67 – 69	D+
		60 – 66	D
		59 and below	F

Classroom Policy:

All of the course expectations, lab rules, and student behavior expectations outlined in the AI Photography Expectations Supplement are considered to be a part of this syllabus.

BRING YOUR CAMERA TO EVERY CLASS SESSION. If you do not bring your camera to class, you will not be able to participate in the class activity and I will deduct attendance minutes for that day.

Student Art Work:

The Art Institute of Raleigh-Durham seeks to foster a spirit of honesty and integrity. Any work submitted by a student must represent original work produced by that student. Any source used by a student must be documented through normal scholarly references and citations, and the extent to which any sources have been used must be apparent to the reader. **The school further considers resubmission of work produced for one course in another course or the submission of work done partially or entirely by another to be academic dishonesty.** It is the student's responsibility to seek clarification from the course instructor about how much help may be received in completing an assignment or exam or project and what sources may be used.

Students are expected to complete all original work without collaboration and within the specified time. Students are expected to respect and uphold standards of honesty in submitting written work to the Instructor. Students found guilty of academic dishonesty or plagiarism shall be subject to disciplinary action up to and including dismissal from school. Plagiarism will automatically lead to a grade of F for the course.

Students with Disabilities:

The Art Institute of Raleigh Durham, A Campus of South University provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Raleigh Durham, A campus of South University.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinators at 1-855-855-0567, dss@aii.edu, of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact David Lee, Director of Student Affairs at 919-317-3097 or dmlee@aii.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Attendance Policy:

Students are expected to attend all scheduled classes, laboratory, and examination periods each week. Students, whether present or absent from class, are responsible for knowing all that is announced, discussed, and/or lectured upon in class or laboratory. In addition, students are responsible for submitting on time all assignments and examinations as required in class. Although some absences are unavoidable because of illness or emergency, due to the nature of the program, *there are no excused absences*.

- The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.
- Students should be prepared to start the session on the first day of classes and to add/drop courses early in the first week of the session to minimize absences. Absences accrue against the student even if the student was not originally registered for the class but adds it after the start of classes.
- Continuing students who do not attend **any** classes through close of business Wednesday of week two may be withdrawn from school. They must contact the campus registrar to indicate their intent to return.

eCompanion and Student Portal:

Student emails: Faculty communication via eCompanion is delivered to your student (stu.aii.edu) email account. It is your responsibility to check this email on a regular basis or forward your school email to your preferred email account.

Checking of grades: Midterm and Final grades can be accessed via your student portal. We highly encourage you to be accountable for your grades and check them at each of these evaluation points. Weekly assignment, quiz, and project grades are available via your eCompanion class.

Student Conduct Policy:

For full student conduct policy, please refer to the student handbook

eBook Information:

Your required textbook for this course is delivered via electronic format. You do not need to purchase a hardcopy textbook. You will be able to access your eBook via eCompanion (<http://myaicampus.com>) beginning no later than the first day of class. Once you have accessed your eBook via eCompanion, you must download the eBook to a personal computer or mobile device using the Digital Bookshelf software Vital Source (<http://vitalsource.com/downloads>). Please refer to the Ai Digital Bookshelf Student User Guide, available in eCompanion, for specific instructions. To access your eBook for this course log into the eCompanion course through your student portal:

- Click on the tab on the left side of the screen: Digital Textbook
- Follow the prompts on the screen (click on the hyperlink for the eBook)
- The first time the book is opened you will need to follow the prompts on the screen to link to the Digital Bookshelf software Vital Source. Once you do this the eBook can be downloaded to your personal computer, Android phone, iPhone, iPad, or other compatible tablets

Easily access, navigate, and read your eBook on your mobile device. To download the “Bookshelf App” via a WiFi connection:

- iPhone, iPad, iPod Touch – go to: <http://itunes.apple.com>
- Android Devices – go to: <https://play.google.com/store>
- To access the Digital Bookshelf online – go to: <http://digitalbookshelf.artinstitutes.edu>

Additional resource tools are available via the Ai Student Portal.

For a student, the full license for an eBook is for up to 5 years. Students can obtain the full license for their eBook after 16 days into the term have passed. During the first 16 days of the term, students will receive a temporary license for the book that is designed to expire. This lets us manage the Add/Drop period without being charged for eBooks by the publishers until students are confirmed as enrolled in the course.

Technical Support:

For technical support for eBooks, eCompanion, Student Portal, and other computer-based resources, contact Campus Support at 1-866-642-2711 or campus_support@aii.edu. This support group is available seven (7) days a week, 6:00 AM – 12:00 AM EST. This support area can also help you with:

- My Campus Student Portal username or password problems and navigation
- Digital Bookshelf setup and navigation
- Gmail access
- Online classrooms or document upload assistance
- Hardware requirements and computer configuration
- Operating system and browser issues

The Technical Resource Center found via the student portal at MyAiCampus.com has additional resources to assist with technical problems.

Recommended Technology for eCompanion/eBook Courses:

The Art Institute uses eCollege and Vital Source to deliver its digital resources. As with any software, the faster the processor, the more RAM, and the larger hard drive space you provide, the better the performance. Users wanting to move their material to their hard drive may need additional space. It is also important that users understand the process and benefits of maintaining their machines in top operating condition by keeping them current with the latest operating system updates, correctly configuring virus control, and other beneficial habits.

Preferred Software Requirements:

Mac OS 10.6 or greater
Windows 7 or Vista with Microsoft .Net 4.0
Quicktime 7.6 or greater is needed for embedded video content
Browser – latest version of Internet Explorer (PC), Safari (Mac), Firefox, or Chrome

Preferred Hardware Specifications:

2.0 GHz INTEL processor
1 GB of RAM
Graphics card capable of 1024x768 resolution or larger,
Soundcard & speakers
High-speed Internet access

Minimum Requirements:

Apple Mac OSX 10.5 or greater
Microsoft Windows XP SP2 or higher with Microsoft .Net 3.5 SP1
Browsers within the latest two versions

Minimum Hardware Specifications:

1.0 GHz processor
512 MB of RAM
Graphics card capable of 1024x768 screen resolution
Dial-up Internet access is the minimum standard, however, a higher speed is recommended

Recommended Plug-ins or Downloads:

The course instructor may employ technology in the eCollege classroom that requires one of these recommended plug-ins or downloads in order to function properly. If your instructor uses the ClassLive technology, Java will be required. If your instructor provides PDF files, Adobe Reader may be required to open and view those files. You can download these items at the time that they are deemed necessary.

- Java
- If Mac - MacOS Classic Java (MRJ 2.2.5) (<http://developer.apple.com/java/index.html>)
- If Windows - Sun's Java 2 SDK (Java 1.5 or Java 1.6) (<http://www.java.com>)
- Adobe Reader (<http://get.adobe.com/reader/>)

Advanced Lighting: Summer 2014

Weekly Schedule

Week 1 July 17

Introduction and overview of course, objectives and syllabus.
Refresher on studio lighting with D1 kits
Refresher on metering for D1 lights and determining lighting ratios
Refresher on flash sync speeds
Refresher on using D1 remote to control lights from camera
Demo how to combine strobes with ambient light, how to meter and set exposure
Homework: complete Homework Assignment 1 (due Week 2) – Combined Lighting

Week 2 July 24

DUE: Homework Assignment 1, class discussion

Location photography
Presentation on interior photography, mixing strobes with ambient light, bouncing
Discussion of commercial uses of professional interior photography
Demo how to light room interiors with studio lighting, balancing strobes with ambient light, taking windows into account
Homework: complete Homework Assignment 2 (due Week 3) – Photographing Room Interiors with Strobes
Homework: start Project 1 (due Week 4) – Location Portraits or Objects
Homework: Read Light: Science and Magic Chapter 10 (Travelling Light)

Week 3 July 31

DUE: Homework Assignment 2, class discussion

Additional location photography discussion, if needed
Introduction to flash metering modes
Flash sync speed, flash white balance
Explanation of light fall-off and red-eye causes
Demo on bounce flash
Homework: complete Project 1 (due Week 4)
Homework: read Canon Speedlite Manual and/or Nikon SB-700 Manual
Homework: additional reading on Camera Flash TBD

Week 4 August 7

DUE: Project 1, critique

Quiz on readings and in-class material

Fill flash and flash exposure compensation
Off-camera flash – master and slave modes
Portraiture with multiple flashes
Flash ratios, exposure compensation
Balancing flash with natural light – exposure and color
Homework: Homework Assignment 3 (due Week 5) – Camera Flash Options
Homework: read Strobist – Lighting 101
Homework: start Project 2 (due Week 7) – Creative Portrait with Off-Camera Flash

Advanced Lighting: Summer 2014

Weekly Schedule

Week 5 August 14

DUE: Homework Assignment 3, class discussion

More on off-camera flash, multi-flash, and portraiture with flash

In-class practice of multi-flash portraiture

Flash modifiers – softboxes, umbrellas, snoots, gels; Manual flash exposure options

Demo on slow sync and rear sync; Capturing movement with flash

Homework: continue Project 2 (due Week 7)

Week 6 August 21

Quiz on readings and in-class material

Final Project options

Individual student meetings, midterm grades

More work with off-camera flash

Location photography - using camera flash in different settings

Mixing flash with ambient light – indoor light, windows, etc.

Homework: complete Project 2 (due Week 7)

Homework: Final Project outline (due week 7)

Week 7 August 28

DUE: Project 2, critique

DUE: Final Project outline

Discuss and demo using colored gels and mixing color temperatures

Homework: Final Project progress check 1 (due Week 8)

Week 8 September 4

DUE: Final Project progress check 1

Studio/lab time to narrow focus of Final Project and practice needed techniques

Homework: Final Project progress check 2 (due Week 9)

Week 9 September 11

DUE: Final Project progress check 2

Studio/lab time (outside of class if necessary, with prior approval)

Homework: continue Final Project (due Week 11)

Week 10 September 18

DUE: Final Project (for graduating students)

Studio/lab time (outside of class if necessary, with prior approval)

Homework: complete Final Project (due Week 11)

Week 11 September 25

DUE: Final Project

Presentation and critique of final projects