**PHOTOGRAPHIC TECHNOLOGY DEPARTMENT  
PHTC 2342 Fashion Photography**

10-2011

###### **Section/Synonym:\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Semester/Year:\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

##### **Instructor:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

##### **Office Hours:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Office Location:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Appt. Only:\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**OBJECTIVES AND DESCRIPTIONS**

**PHTC 2342 FASHION PHOTOGRAPHY (3-1-8).** Skill development in fashion photography in terms of trends and techniques included in studio and location work. Emphasizes model direction and lighting control Prerequisites: PHTC 1345 or PHTC 1353.

The Photography Class is a seminar, workshop, individual practice and research educational experience. The foregoing makes student participation a role of substance and significance.

Students are required to participate fully in classes, assignments, and projects, there is no related subject in this field too diverse to be discussed profitably.

Students are encouraged to consult with any and all of our instructors, in class or out, concerning this class or any subject in which it is felt that the instructor may be of assistance.

**End-of-course Outcomes:** Demonstrate successful operation of studio and location lighting; demonstrate interaction with and direction of a fashion subject and evaluate current fashion photography trends as they relate to the marketplace.

#### **PREREQUISITES**

PHTC 1345 or PHTC 1353

**REQUIRED TEXTS**

No textbooks required for this course.

**SCANS COMPETENCIES**

Departmental scans skills for this course are: Reading, writing, speaking and listening, thinking skills, personal qualities, workplace competencies, and basic use of computers. Students will demonstrate their mastery of these skills through the use of class discussions, written assignments, demonstrations, operational assignments, and test taking.

**INSTRUCTIONAL METHODOLOGIES**

At the discretion of the various instructors, there will be lectures, videos, slide shows, class discussions, research papers, photographic assignments, class projects, guest lectures, and field trips among other communications. .

#### **ATTENDANCE POLICY** Attendance is critically important on several levels. This is a vocational/technical curriculum conducted primarily on a seminar and workshop basis. Most of the material taught is developed in lecture/demonstration, hands on practice, round table discussion, visiting experts, and accomplishment of assignments involving both practice and research. There is no substitute for being present.

Additionally, we train students as business professionals and prepare them for success in the workplace. Punctuality and attendance will be expected of each student as it would be in a professional environment.

It is the policy of this department that the instructor may withdraw a student for 4 absences or a series of tardies calculated as 2 tardies equaling one absence.  A student may also be withdrawn by the instructor for excessive tardiness in completing assignments as well as for class disruption, plagiarism, theft, violence or other harmful acts as described within ACC policy (see the ACC Student Handbook).

Instructor-generated withdrawal from class may be appealed through procedures outlined in the ACC Student handbook.

In the event of absences, students must acquire notes and other data from fellow classmates.  With regard to serious emergency absences, the instructor may elect to grant a grade of “I” (incomplete) in accordance with ACC policy if deemed appropriate.

**STUDENTS WITH DISABILITIES**

Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to do this three weeks before the start of the semester. (Student Handbook p.14).

###### **STUDENT FREEDOM OF EXPRESSION**

Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many different viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

**SCHOLASTIC DISHONESTY**

Acts prohibited by the College for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework. (Students Handbook p.32). Acts of discipline may include dismissal from all Photography classes.

#### **COURSE RATIONALE**

This course is an advanced exercise in the training of portraitists. The student will prepare skills necessary to a higher level of portrait photography using both conventional film and digital photography toward the AAS degree.

**SAFETY STATEMENT**

Austin Community College is committed to providing a safe and healthy

environment for study and work. You are expected to learn and comply with ACC

environmental, health and safety procedures and agree to follow ACC safety policies.

Additional information on these can be found at http://www.austincc.edu/ehs. Because

some health and safety circumstances are beyond our control, we ask that you become

familiar with the Emergency Procedures poster and Campus Safety Plan map in each

classroom. Additional information about emergency procedures and how to sign up for

ACC Emergency Alerts to be notified in the event of a serious emergency can be found

at http://www.austincc.edu/emergency/.Austin Community College is committed to providing a safe and healthy environment for study and work. You are expected to learn and comply with ACC

environmental, health and safety procedures and agree to follow ACC safety policies.

Additional information on these can be found at http://www.austincc.edu/ehs. Because

some health and safety circumstances are beyond our control, we ask that you become

familiar with the Emergency Procedures poster and Campus Safety Plan map in each

classroom. Additional information about emergency procedures and how to sign up for

ACC Emergency Alerts to be notified in the event of a serious emergency can be found

at <http://www.austincc.edu/emergency/>.

**USE OF ACC EMAIL**

All College e-mail communications to students will be sent solely to the student’s ACCmail account, with the expectation that such communications will be read in a timely fashion. ACC will send important information and will notify you of an college related emergencies using this account. Likewise, students should use their ACCmail account when communication with instructors and staff. Instructions for activating an ACCmail account can be found at <http://www.austincc.edu/accmail/index.php>

###### **GRADING POLICY**

Student grading is both objectively and subjectively evaluated by the instructor. The instructor may modify the requirements as listed in the course syllabus and hand outs according to class needs, simply by notifying the subject class population in writing. This may either reduce or add needed exercises to the course, but may not reduce the course content. Disagreements of significance (at impasse) may be appealed to the Department Chair or his/her designee whose decision is final and binding. Students are often withdrawn for poor grades or falling far behind. This will, in most instances, protect the student’s transcript from a score of D or F but may be appealed through procedures outlined in the ACC policy manual. All grades will be scored on a 100% perfect basis, although, the transcript will reflect a letter grade.

Following is the system used in this department.

Numerical vs Letter Grading

|  |  |
| --- | --- |
| 90 - 100 | A |
| 80 - 89 | B |
| 70 - 79 | C |
| 0 - 69 | F |

|  |
| --- |
| **Transfer credits must be C or higher** |

|  |  |
| --- | --- |
| 15% | Student Participation |
| 25% | Tests & Research Projects |
| 60% | Assignments |

#### **CRITICAL PHILOSOPHIES**

Due to the Vocational/Technical nature of our department, certain operating philosophies have been found to be effective in training people in the skills of photographically "making a living", some of which follow:

We are an intentionally informal organization. We function on a first name/nick name, highly personal basis, regardless of age or position. If this presents any discomfort for you, personally, speak to your instructor, outside of class, and arrange for a communication style which is more comfortable for you.

As a vocational/technical class, **there will be no penalty for failure to fulfill a non-time sensitive assignment on the first attempt at the desired competency level, provided a bona fide attempt is made.** The assignment may be repeated as many times as the photographer wishes (within the time constraints of the session length) with the grade based on the highest quality submission. We don’t play mind games, we attempt to teach lessons and the students acquisition of the needed skills is paramount in our educational philosophy. Speed develops in the workplace, in the educational setting we teach competencies.

Every instructor and staff person in this department **is your personal instructor** and is available to you at his/her convenience, regardless of the class in which you are enrolled. It is felt that such a philosophy contributes to the broad spectrum education deserved by the student and insisted upon by our department. **It is our intent that each student be a fully evolved photographer, not a clone!**

**PHOTOGRAPHIC TECHNOLOGY WEB PAGE**

www.austincc.edu/photo

**FACEBOOK**

www.facebook.com/ACCphotodept

**STUDENT HANDBOOK**

A copy of the student handbook can be located on the ACC Internet page under Student Services. Students are encouraged to review the handbook to familiarize themselves with college roues and policies which may affect them.

**COLLEGE CATALOG**

Students may purchase a copy of the ACC catalog at any of the school stores.

**COUNSELING**

Professional services are available for many concerns needed by students.

**Equipment Checkout Rules**Your Instructor may authorize the checkout of equipment for off-campus use under certain circumstances. Equipment may include lenses, light meters, filters, tripods, and portable flash units. Under restricted conditions (Dept. Chair authorization), certain digital cameras may also be checked out. Studio lighting, flash meters, light modifying devices may be checked out for off campus use only by instructors for class demonstrations and class shooting assignments. Please let us know about any equipment failures or breakage. If you are unfamiliar with equipment, get instruction from your instructor or a staff member. The Student is Responsible for Loss All equipment checked out will be listed on an appropriate Department checkout form, and each entry will include an ACC inventory number. Non-numbered items such as filters shall be described in detail. All pertinent data will be recorded, including student and instructor identity, departure and return times and dates, phone numbers and such other information as is requested. All checked out items must be returned in a timely fashion. The student may request a time extension for a good cause; and if that extension is granted, the staff person will make a written alteration to the original contract. Any late equipment returns will result in the student losing equipment check out privileges as follows:  
  
**The first time** the student is late with equipment without prior arrangements for a delayed return,  
the student will receive a verbal warning.   
  
**The second time** the student is late with equipment, privileges will be suspended for two weeks.

**The third time** will result in revocation of checkout privileges for the remainder of the semester.

**NOTE: The lab assistant in charge of equipment will monitor due dates on checkout forms, and will attempt to contact a student who’s equipment is overdue. A listing of all students suspended from equipment check out privileges will be maintained by the checkout room personnel.**

The importance of guarding ACC PHOTO equipment cannot be over-emphasized. We have a very limited budget and cannot replace missing equipment. Loss or extended use of equipment deprives your fellow students of opportunities to learn through practice.