# Commercial Photography

## PROGRAM FOCUS

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## GENERAL EDUCATION

- **START DATE**

- **LENGTH OF QUARTER**

- **BREAKS BETWEEN QUARTERS**

- **APPROX. HOURS IN CLASS PER WEEK**

- **APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK**

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

**STUDENT CONSUMER INFORMATION:**
https://www.artinstitutes.edu/atlanta/student-consumer-information

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

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Commercial Photography (D)

COURSE DESCRIPTIONS

FND135
IMAGE MANIPULATION
In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output.

Prerequisite: None
Credits: 4

PHOB101
PRINCIPLES OF PHOTOGRAPHY
Students will identify basic photographic tools and their intended purposes, including the proper use of aperture, shutter speed, ISO, focal length, and light metering. Students will analyze photographs and produce their own visually compelling images by employing professional photographic techniques and digital workflow.

Co-Requisite: PHOB101 or Approval of Academic Director
Credits: 4

PHOB102
INTRODUCTION TO PHOTOGRAPHY APPLICATIONS
Introduces the student to an overview of vector, raster, and time-based software tools used in the digital media industry. It sets expectations for future classes regarding standards for files, their construction and delivery within the classroom and professional studio.

Prerequisite: None
Credits: 4

PHOB103
DIGITAL IMAGE MANAGEMENT
Introduces digital photographic workflow and asset management. Students become acquainted with the terms, concepts and processes of photographic editing. Areas of instruction include image acquisition, management, global and local adjustments and modes for output.

Co-Requisite: PHOB101
Credits: 4

PHOB113
LIGHTING
Students will be introduced to the basic concepts and principles of lighting for photography. Fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image.

Prerequisite: PHOB101
Credits: 4

PHOB123
COLOR MANAGEMENT & PRINTING
Students learn and apply the techniques of digital color management including building and applying color profiles. The course covers the calibration of devices to produce consistent, predictable color. Students will refine printing skills and theory to create a benchmark for quality digital output. Students will develop proficiencies in file preparation, resolution selection, print profiling, paper selection and soft-proofing techniques.

Prerequisite: PHOB101
Credits: 4

PHOB202
STUDIO PHOTOGRAPHY
Students will develop the ability to solve visual communication problems through assignments designed to challenge their skills in lighting, camera operation, and commercial applications. All aspects of studio photography are discussed from lenses to lighting and people to products. This course emphasizes in-camera image production and problem solving.

Prerequisite: PHOB113
Credits: 4

PHOB203
PHOTOGRAPHIC POST-PRODUCTION
Students research, develop concepts, and execute digital montage methods to produce creative and surrealistic imagery not possible in the camera moment. Students will apply channels, masks, blending modes, vector tools, selections, filters and layers to photographs. In addition the course will cover post-production techniques, including retouching and compositing.

Prerequisite: PHOB123
Credits: 4

PHOB208
BUSINESS OF PHOTOGRAPHY
An overview of current trends and an assessment of the skills and materials necessary for a student to comprehend small business operations and/or make themselves a productive member of a commercially viable team.

Prerequisite: None
Credits: 4

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student’s responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.