



PHOT 230 - Lifestyle Photography Course Outline

Approval Date:

Effective Date: 01/13/2017

SECTION A

Unique ID Number CCC000576586

Discipline(s) Photographic Technology/ Commercial Photography

Division Arts and Humanities

Subject Area Photography

Subject Code PHOT

Course Number 230

Course Title Lifestyle Photography

TOP Code/SAM Code 1011.00 - Photography / E - Non-Occupational

Rationale for adding this course to the curriculum This class will serve to strengthen the commercial side of the Phot program as recommended by the PHOT advisory committee

Units 3

Cross List N/A

Typical Course Weeks 18

Total Instructional Hours

Contact Hours

Lecture 27.00

Lab 81.00

Activity 0.00

Work Experience 0.00

Outside of Class Hours 54.00

Total Contact Hours 108

Total Student Hours 162

Open Entry/Open Exit No

Maximum Enrollment 24

Grading Option Letter Grade or P/NP

**Distance Education Mode
of Instruction**

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog This class covers the ideas, aesthetics and the execution of Lifestyle

Description Photography. students will produce images through assignments where they can explore the Lifestyle sub-genre of photography. Class activities will be based off real world assignment that a working photographer might encounter throughout their professional career.

Schedule Description

SECTION D

Condition on Enrollment

1a. **Prerequisite(s):** *None*

1b. **Corequisite(s):** *None*

1c. **Recommended**

- PHOT 150 with a minimum grade of C or better

1d. **Limitation on Enrollment:** *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

- A. Translate concepts and experiences through photographic images
- B. Demonstrate technical and aesthetic skills necessary for Lifestyle Photography
- C. Present finished portfolio for peer, professional, or academic review

2. Course Objectives: Upon completion of this course, the student will be able to:

- A. Develop photographic work that translates personal ideas into visual images using both formal and conceptual approaches.
- B. Critique in-progress and finished prints utilizing relevant terminology and concepts.
- C. Identify and apply the elements of storytelling through projects based on common Lifestyle Photography themes.
- D.

3. Course Content

What is Lifestyle Photography?

- Approach to lifestyle photography.
- Esthetic of Lifestyle Photography.
- Equipment choices of a Lifestyle Photographer
- Candid and documentary photography vs. lifestyle (similarities vs. differences).
- Intention of a Lifestyle photography in commercial photography
- Intention of a Lifestyle photography in retail photography (families, engagements, weddings).

Instagram and Social Media

- Importance of social media amongst lifestyle photographers (mainly Instagram).
- Instagram photographers whom have made a career from their accounts.
- Esthetic of work by Instagram Lifestyle photographers.
- Differences in using DSLRs for such images vs. Smartphones.
- Pinterest and Lifestyle photography

Editorial Portrait

- The magazine esthetic
- Logistical challenges outside of the studio
- Types of editorial portrait
- Working with art directors

The Landscape

- Landscape image with a Lifestyle photography esthetic.
- People (or evidence of) in the landscape
- The use of space, scale, time of day, and intent of the image maker.
- Lifestyle landscape compare to traditional Landscape

The Family

- The family and Lifestyle photography esthetic.
- What makes a family photo session a Lifestyle shoot
- Styling of subjects and appropriate locations

4. Methods of Instruction:

Discussion:

Lab:

Lecture:

Projects:

5. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

Portfolios -- of work showing a grasp of basic techniques and processes in lifestyle photography.

Projects -- demonstrating a photographic solution to communicating themes or stories in lifestyle photography.

Final Class Performance -- Final Portfolio of critiqued and independent work.

Letter Grade or P/NP

6. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

1. Read the handout covering key formal and critical terms used in content-oriented critiques.

2. Selected readings from text, periodicals, and instructor-generated handouts.

For example:

Read and prepare to discuss the key points in "How to Do Things with Pictures" by William J. Mitchell

B. Writing Assignments

Written project proposal outlining a discrete material, conceptual or pictorial problem and developing a photographic project to address said problem.

For example:

1. Each Project has as a component a 'Thoughts and Reflection' section. As a requirement for the projects, students must write in their journals what the objective of the project was and cite and elaborate how the image(s) produced satisfies the project objective.

Performance:

Via a podcast or multi-media presentation on a digital photographer, describe the artist's techniques and conceptual ideas relating to their work. If you are researching a commercial photographer, list their clients. Discuss why you were initially drawn to your subject's work. Why do you feel his/her work is important? How does your subject's work relate to your own?

C. Other Assignments

Completion and presentation of a final review portfolio for assessment by peers and instructor.

7. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author: Larson, Elsie

Title: A Beautiful Mess Photo Idea Book: 95 Inspiring Ideas for Photographing Your Friends, Your World, and Yourself

Publisher: Potter Style

Date of Publication: 2013

Edition: 1st

B. Other required materials/supplies.