



John Smallwood
Instructor

KISD Career Center

1320 Stagecoach Rd.
Killeen, Texas 76542
(254) 336-3800

Commercial Photography I 6013 Course Syllabus

Office Hours: Monday – Friday 8:15 AM – 4:15 PM

Conference Time: 10:30 AM – 11:15 AM

Office Phone: 254.336.3861

Instructor Email: john.smallwood@killeenisd.org

Course Website: www.SmallwoodPhotoClass.com | www.Facebook.com/SmallwoodPhotoClass

Tutoring Days/Times: Monday & Tuesday 8:10 – 8:40AM, 3:55 – 4:25PM. All other times by appointment only. Only students from my classes allowed in the classroom/lab/studio during tutoring unless prior permission is granted.

Course Description

Careers in commercial photography span all aspects of the industry from setting up a shot to delivering products in a competitive market. Within this context, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an advanced technical understanding of the commercial photography industry with a focus on producing, promoting, and presenting professional quality photographs.

Method of Instruction

Instruction will include, but not be limited to lecture, reading, class discussions, demonstration manipulative, video online instruction, and question and answer sessions. Photographers will demonstrate the understanding of materials presented based on image creation and capture, post processing, printing/displaying creations, and posting work on online photography sites. Lab instruction will include proper use camera equipment, computers, and peripherals. Safety instruction for shooting areas of the KISD Career Center and proper attire will be responsibilities of each photographer. Image capture outside the photography classroom will be restricted to all who cannot obey the safety and proper etiquette while out with camera equipment.

Is this class for you?

You will learn A LOT in this class. Skills you can use to make extra money, turn into a career, use when you are traveling and when you have your own families taking awesome family photos you won't have to pay for. BUT... It is a lot of work.

How can I fail this class?

By not taking pictures outside of class and turning in your work. This is the biggest reason students fail my class

Course Timeline

1st Nine Weeks

Chapter 1 – Photography History
Chapter 2 – Photography Careers
Online site setup – Dropbox OneDrive Flickr
First 30 Day Project – Three Summative Grades
Camera Overview
Transferring Images
Tripods/Camera Mounts
Camera Controls
Manual Settings
Lightroom/Photoshop Setup
Photography Contests
Creating Company Logo Branding
Camera Lens & Proper Care

2nd Nine Weeks

Rule of Third
Lightroom Design
Black & White Photography
High Definition Range (HDR)
Google NIK Plugin
Photography Workflow
Photoshop Healing
Restoring Images
Photo Lighting
Macro Photography
Portrait Photography – Posing/Lenses
Reflectors
Flashes
Photo Mounting
Holiday Card
Self Portrait

3rd Nine Weeks

Burnt Edges
Vanishing Point
Food Photography
Photoshop Actions
Lightroom Presets
Copyright
Senior Portraits

4th Nine Weeks

Watermarks
Photomerge/Panoramic Photography
Multiplicity
Merging HDR
Senior Invite
Photo Displaying

Flickr Account

Students will be required to have a Flickr account at www.Flickr.com which is part of Yahoo/Verizon. Students will use the site to create an online portfolio and for assignment/project submission.

30 Day Project

Students will be posting projects, assignments, and photos to the Flickr online photo sharing site. During the first 30 days of September, students are expected to post daily their images. Each 10 days will be a Summative grade for the 10 images posted. Not completing parts or all of the 30 Day project can be difficult to recover grade wise.

Textbook/Resources

Textbooks provided by the district and are classroom sets only:

Digital Photography Third Edition, Industrial-Strength Digital Photography Techniques, by Katrin Eismann, Sean Duggan, and Tim Grey.

Visual Poetry, by Chris Orwig

Camera Equipment

Camera equipment, backdrops, lighting, camera accessories, etc. and the use there of is completely optional for this course, it is NOT a requirement. Student photographers who improperly use equipment and do not follow usage guidelines will find their use restricted or revoked. All equipment can be checked out with parental permission (separate signed contract given later 1st nine weeks of class) and with instructor approval.

Grading, School Work, & Tutoring

Formative 40%, Summative 60% - Grading procedure is located on the Killeen ISD Career Center website.

Late Work - Late work will be accepted up to 5 days after the due date, with a penalty of 20 points per day.

Re-do Work - Re-do work is accepted up to a point specified on the website.

Professionalism - There will be times when students will be graded based on participation and professionalism related to industry standards. This is especially important when we have guest speakers, students will be made aware of the expectations prior to these assessments.

Homework - All homework will be due at the beginning of the class on the due date. Any homework handed in after the beginning of class is considered late and students may only receive 50% of his/her score.

Tardy Policy

Tardiness will be assessed as per KISD Career Center Student Handbook, and documented accordingly.

Student Expectations:

Food - NO FOOD OR DRINKS IN THE CLASSROOM!!! Only bottled water is allowed during class

ALL work turned in for grading is to include student's name, high school, and class period. Student's assignment will not be considered for grading without this information.

No make-up is to be applied or hair brushed while class is being conducted.

Do not disconnect, switch, add, or remove peripherals from the computer (mouse, keyboard, network, etc.) without instructor permission and instruction.

Students are not permitted to download or upload games, software, pics, music or any other item, file or application from the **internet**, except for pictures or files used in class projects.

Students are not permitted to download or upload games, software, pics, music or any other item, file or application from **flash drives, portable hard drives, phones, Ipads, Ipods, online/offline servers or any other electronic device** except for pictures or files used in class projects.

Students MUST adhere to ALL copyright and fair use guidelines.

All students must have a place to store notes, handouts, etc. to keep for class.

All students need to have paper, pen (blue or black) daily.

No leaving the classroom except in the case of an emergency.

Classroom seats are NOT assigned until the end of the first week, the teacher reserves the right to move students if needed.

Cell Phones & Earphones

Cell phones cameras can be used throughout this course. During direct instruction or facilitating of information all phones screens are to black and unused. Flashing lights for incoming messages is unacceptable.

The use of earphones listening to music while working on computers or within, the classroom/lab is acceptable when direct instruction or facilitating of information is NOT taking place. While using earphones the volume level needs to be set with ability to hear the instructor. Please keep in mind that your music is not to be heard by anyone but you.

Earphones are required for use with online training using the computers. If you do not have any headphones may be provided. (They are not as good as your own personal earphones.)

Use of these items with the classroom/lab is a privilege not a right. Any violation of these procedures will constitute individuals to lose the use right within the classroom/lab.

Cell phones may be charged only using the USB ports on the lab keyboards.

Photo/Video Release

Please note that students will be working in portrait studio and photography industry settings. Working closely with other communication areas here at the Killeen ISD Career Center exposing students to potentially being featured on TV, online, and/or on social media accounts associated with the school district. Students and parents/guardians, by being in the Commercial Photography class give their permission for still images, video and audio to be used by Killeen ISD in online or over the air broadcasts, as well as publications/social media accounts associated with the district. NO photos and/or videos will ever be released that present your student in anything less than a positive light. By signing and returning this syllabus, you acknowledging and approving the use of your student's image and talent in this manner.

Substitute Teacher

Substitute teachers are guest in my classroom and is to be given the respect of all students while I am not present.

Chewing Gum

Chewing gum in class is a privilege, but it should not be seen or heard by the teacher. If the gum is seen or heard you will be asked to throw it away.

Dress Code

The following is an excerpt from the Killeen ISD Career Center Dress Code policy:

KISD Career Center follows dress code policies as outlined on the KISD Student Code of Conduct. Wednesdays have been designated as "Professional Dress" days for the Career Center. Students shall be dressed appropriately for the specific program of study. All dress code issues will be subject to the campus administrator's judgement. Students considered to be in violation of the dress code shall be advised by a campus administrator and given an opportunity to

To view the complete dress code policy go to <https://goo.gl/iLdbUK>

Professional Dress for the Commercial Photography will consist of black pants/jeans or black skirt, dark shirt (polo style shirt preferred), and comfortable black/dark shoes (closed toed preferred, not required). No flip flops. No thin strap tops.

Professional Dress Standards

Professional Dress day will be on Wednesday's unless otherwise instructed.

Here are the requirements. Commercial Photography will consist of:

- Solid black pants/black jeans
- Solid dark/black skirt with appropriate top.
- Dark/black dress
- Dark solid shirt (polo style preferred)
- Commercial Photography polo is acceptable
- Comfortable black/dark shoes (closed toed preferred, not required).
- Solid black athletic shoes are acceptable. Soles may be any color.

Below is what is NOT acceptable:

- No flip flops.
- No thin strap tops.
- No blue jeans of any shade.
- No rips or holes in shirts or pants.
- No pants/jeans with rips or holes.
- No black t-shirts with any text. (This includes the KCC black shirt)
- No Blue KCC Photo shirts.
- Athletic pants, sweat pants.
- No shirts worn backwards with jackets to conceal graphic.
- No yoga pants.

Photography Club

Through the Commercial Photography program at the Killeen ISD Career Center students may join the Photography Club. Shooting events take place throughout the school year and certain members attend the Association of Texas Photographer Instructors Winter Contest and Conference held in late February in either Arlington or Austin. Joining is NOT required but an opportunity to learn more photography skills and interact with state, national, and international photographers. Through the club we perform photo services for fund raising. No candy, cookie, any other products are sold. More information on joining Photography Club will come from the instructor.

Communication

Later this school year students will have the opportunity to check out camera equipment. Only during such times might there be a need to communicate with the photography instructor via cell phone. Communication is via text message or phone call will be done strictly through a third party Google phone number. Recording all communications. By signing and returning this syllabus, you give the instructor and student permission to communicate ONLY if needed while school equipment is checked out and in the possession of the student.

Remind

Throughout the school year, messages are sent to students regarding assignments, projects, shooting locations, event logistics, etc. The best way to stay informed is by following Remind. Through your cell phone either app, text messages, or email. Below are the instructions for setting up Remind.



Sign up for important updates from Smallwood.

Get information for KISD Career Center right on your phone—not on handouts.

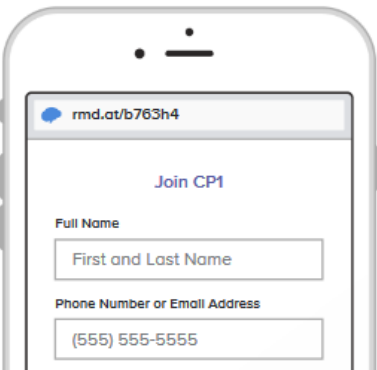
Pick a way to receive messages for CP1:

A If you have a smartphone, get push notifications.

On your iPhone or Android phone, open your web browser and go to the following link:

rmd.at/b763h4

Follow the instructions to sign up for Remind. You'll be prompted to download the mobile app.

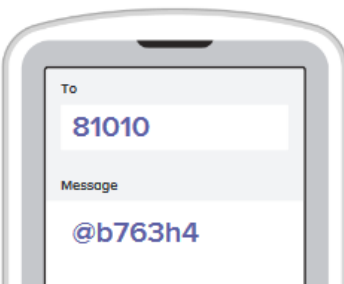
A smartphone screen displaying the Remind sign-up form. The URL "rmd.at/b763h4" is at the top. Below it is the heading "Join CP1". There are two input fields: "Full Name" with the placeholder "First and Last Name" and "Phone Number or Email Address" with the placeholder "(555) 555-5555".

B If you don't have a smartphone, get text notifications.

Text the message @b763h4 to the number 81010.

If you're having trouble with 81010, try texting @b763h4 to (720) 606-4502.

* Standard text message rates apply.

A smartphone screen showing a text message. The "To" field contains the number "81010". The "Message" field contains "@b763h4".

Don't have a mobile phone? Go to rmd.at/b763h4 on a desktop computer to sign up for email notifications.

Snickers Requirements

During the school year the photography instructor will bring his personal canine companion to school for the Veterinary Technology students to simulate skills needed for training. The canine goes by the name “Snickers” referred to in the master’s home often as “Snickerdoodles”. Note that at the beginning and end of instructional days Snickers may be present in the photography learning environment. In the event there is an “accident” within the learning area the instructor will be responsible for clean-up, since it’s his canine. Warning though. If you engage said canine (dog) be prepared to continue petting until your arm falls off. Snickers is a Bagel. Part Bassett Hound and Beagle. This means Snickers is stubborn, fun loving, enjoys attention, is playful, enjoys attention and thinks she is part human at times.





John Smallwood
Teacher

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Classroom Rules of Conduct

In order to guarantee you and all students in my classroom, the excellent learning climate you deserve, I utilizing the following discipline plan in my classroom.

I believe all students can behave appropriately in my classroom. I will NOT tolerate any student preventing me from teaching and/or any student from learning. In addition to the student handbook guide the following rules will be followed in my classroom.

Rules

Follow all district and campus policies.

1. Follow teacher instructions.
2. Bring required supplies to class daily.
3. Use school appropriate language: No profanity.
4. Respect others:
 - Keep hands, feet and objects to yourself.
 - No teasing, putdowns, or rude gestures.
5. Know and follow all lab procedures.

Positives for student success:

1. Positive phone calls to parents
2. Verbal Praise
3. E-mail to parents.

Consequences for not adhering to the rules stated above:

1. Teacher Warning
2. Student-Teacher Conference / Parent Contact
3. Counselor Intervention
4. Referral

Automatic referral for severe and repeated violations.

Affidavit

My signature on the following page and return to KISD Career Center indicates that I have read and understand this syllabus. Must be signed by all parties and returned.



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Student

I have read the **Commercial Photography I Course Syllabus** and agree to follow the rules and classroom procedures outlined above to ensure my success in this class.

Student's Name (print): _____ Class Period: _____

High School: _____ Grade Level: _____

Student's Signature: _____ Date: _____

Email: _____

Home number: _____ Cell number: _____

Parent / Guardian

I have read these guidelines and agree to work with my student to ensure they are followed. I understand that the procedures outlined in these guidelines are in place to ensure my student has a successful year.

Additionally, I give my permission for Mr. Smallwood to communicate with me regarding student progress. This communication may include, but is not limited to student success, current grades, upcoming assignments, professionalism, behavior and attendance.

Parent/Guardian's Name (Print): _____

Email: _____

Home number: _____ Cell number: _____

Parent/Guardian's Signature: _____ Date: _____