

# PHOTO LIGHTING AND BUSINESS PRACTICES

MEJO 489

T/TH 4PM Carroll 58

Instructor: Phyllis B Dooney

Email: [Phy919@email.unc.edu](mailto:Phy919@email.unc.edu)

## OFFICE HOURS

*By appointment; please reach out and schedule at least two days beforehand.*

## REQUIRED TEXT

*The Hot Shoe Diaries* by Joe McNally  
(eBook at Students Stores)

## NOTES

This syllabus is flexible.

Be prepared for change.

Show up for each other. Be on time.



Photo © Lars Tunbjörk

*In this course we will improve your technical abilities by teaching you how to see and utilize light, both natural and artificial. We will enhance your creative ability through visual exploration and build your portfolio with images that display your style. We will also explore basic business practices.*

## **OBJECTIVES:**

- To understand and apply the fundamentals of lighting in photojournalism
- To learn to see light and develop a personal style
- To enhance your photojournalism portfolio
- To understand basic freelance business practices

At the end of the semester students will be able to:

- Effectively operate basic lighting equipment
- Analyze fashion, still life and portrait lighting techniques
- Conceive and execute conceptual images
- Understand freelance terms & practices



Photo © Mélanie Wenger

## EXPECTATIONS

This class is about light, vision and style. To find your vision, you will need to push outside of your comfort zone daily, take risks and push your personal boundaries. Take ownership of your learning.

I expect you to have a clear concept and a plan behind your assignments.  
I expect images that are advanced, properly focused, exposed and toned.  
I expect you to make images that have excellent lighting and composition.  
I expect professionalism including presentation, ethics and captions.  
I expect your best effort, and I expect you to spend the time to be polished.

Please understand that this class requires a lot of work and a lot of pre-shoot preparation. Students need to coordinate ideas, people, props, gear and locations. Most problems can be solved by starting early and planning well. Winging it at the last minute rarely works. Excuses for poor planning don't work either. Everyone is experiencing challenges. They are to be expected, in class and later in your career. Be a problem solver and make it your habit to use good planning and preparation.

## CRITIQUES

Our goal: to discover what makes a compelling photo story, to draw attention to the strengths and weaknesses in your edit, and to prepare you to go out and make images that communicate more powerfully the next time. Critiques are essential to growth. Be honest, thoughtful and constructive. When receiving critique of your work, appreciate it – you want feedback in order to grow. Don't be so connected to your work that you lose sight of how it could be better. We are each other's best critics and supporters. We will all experience the arc of not-so-great results along with highlight moments.

You must be in class to present your work for critique.

Critiques will help guide your work as you refine your upcoming Portfolio, so ask for and give functional feedback. Most of my feedback for your work will be given during class critiques. Ask questions! Written feedback will occur with your Portfolio submissions.

## EQUIPMENT

You will need a digital 35mm DSLR camera system with manual controls, interchangeable lenses and a flash. We will use multiple flashes and light shaping equipment that is available for checkout from the school (see "EQUIPMENT ROOM" notes below for access). Compared to a lot of professional camera gear, the flashes we use are not expensive. If you can afford to buy your own gear, it will be very useful for freelance like weddings, senior portraits, etc. and should pay itself off after a few jobs. It is an investment, but once you have it you can begin freelancing and gain experience.

You may want to consider low interest student loans to buy your own gear. If you borrow from the school, realize you are responsible for any lost, damaged, or stolen equipment, and your access to gear may be limited.



1) You will need to buy your own CF or SD cards - as large as possible. 2) You should have two hard drives for your personal photography archive, one is for backup. I suggest you get at least 4TB drives. Please format your drives before you start using them. 3) Finally, you may also want to buy your own light modifiers (Lumiquest, for example), some Cinefoil, and/or a mount (Flashpoint Universal Shoe Mount Stand, for example).

## SOFTWARE

If you haven't already, you will need to activate your accounts for LinkedIn Learning and Adobe Creative Suite. You will need to download Lightroom Classic, and probably Photoshop from Adobe Creative Cloud. This is free to all students.

LinkedIn Learning: <https://software.sites.unc.edu/linkedin/>

Adobe Creative Cloud: <https://software.sites.unc.edu/adobe/>



Photo © Martin Parr

# SYLLABUS

## WEEK 1

**T AUG 22:** WELCOME! Review syllabus. Prepare for Equipment Room. Sign-ups (partners and presentations). Lectures: LIGHT and BASIC CAMERA MECHANICS: "Exposure Triangle" (F-Stop, Shutter Speed, and ISO), MENU SETTINGS and THE DIGITAL WORKFLOW, From Camera to Computer.

**TH AUG 24:** Workshop: SPEEDLIGHT BASICS (bring your equipment, including your flash, to class). Discussion: Critique Best Practices.

**DUE:** READ HOTSHOE: This Is Not the Manual, Flash in Real Life, 80 Plus 20 Equals Good Light, Strobe Strategy.

## WEEK 2

**T AUG 29:** Critique

**DUE: 01 WINDOW LIGHT.** READ HOTSHOE: Part I. Watch GODOX CONTROLS (<https://vimeo.com/734496066>, PASS: J489).

**TH AUG 31:** Workshop: BOUNCE + FILL (bring your equipment, including your flash, to class).

**DUE:** Watch BOUNCE FLASH (<https://vimeo.com/734495661>, PASS: J489) and FILL FLASH (<https://vimeo.com/444702228>, PASS: J489). Get acquainted with your flash – *know how to use it both on camera and off*.

## WEEK 3

**T SEPT 5:** NO CLASS (Labor Day/Well-being Day)

**TH SEPT 7:** VISITING ARTIST (ZOOM: Mélanie Wenger)

## WEEK 4

**T SEPT 12:** Critique

**DUE: 02 FLASH IN REAL LIFE.**

**TH SEPT 14\*:** Workshop: DIMMING THE SUN (bring your equipment to class). \*Meet at [Merritt's Pasture](#) (weather pending) for class.

**DUE:** Watch DIMMING THE SUN (<https://vimeo.com/734495894>, PASS: J489). READ HOTSHOE: Part II (p 48-79) & Part III (Faces in the Forest).

## WEEK 5

**T SEPT 19:** Workshop: DRAG SHUTTER (bring your equipment to class). READ HOTSHOE: Part II (remainder of unread).

**TH SEPT 21:** Critique

**DUE: 03 DIMMING THE SUN.**

## WEEK 6

**T SEPT 19:** Workshop: MULTI-FLASH

**DUE:** READ HOTSHOE: Part III (read ones for your multiple light ideas).

**TH SEPT 21:** Workshop: MULTI-FLASH (bring your equipment to class).

**DUE:** READ HOTSHOE: Part III (remainder of unread).

## WEEK 7

**T SEPT 26:** NO CLASS (Well-being Day)

**TH SEPT 28:** Critique

**DUE:** 04 DRAG SHUTTER

## WEEK 8

**T OCT 3:** Workshop: ESTIMATES, LICENSING + INVOICES.

**DUE IN CLASS:** QUIZ on techniques and *Hotshoe*: Parts I, II, and III.

**TH OCT 5:** VISITING ARTIST (ZOOM: David Malosh)

**DUE:** PORTFOLIO I

## WEEK 9

**T OCT 10:** Critique

**DUE:** 05 MULTI-FLASH

**TH OCT 12:** Critique

**DUE:** 06A FREELANCE - Estimate and Shoot Plan.

## WEEK 10

**T OCT 17:** Workshop: TAKE YOUR PARTNERS' HEADSHOT. *Bring your fully charged gear (lighting + cameras) to class. Dress accordingly!*

**TH OCT 19:** NO CLASS (FALL BREAK)

## WEEK 11

**T OCT 24:** VISITING ARTIST (Jeremy Lange)

**TH OCT 26:** Critique

**DUE:** 06B FREELANCE - Fashion/Commercial Series, Invoice

## WEEK 12

**T OCT 31:** Presentations

**DUE:** Inspiring Photographer Presentation (1-5)

**DUE:** PORTFOLIO II

**TH NOV 2:** Workshop: PITCH

**DUE:** 07 FINAL PROJECT PITCH

## WEEK 13

**T NOV 7:** Excursion: Photobooks (meet Josh Hockensmith at Sloane Library).

**TH NOV 9:** Critique

**DUE:** 08 OUTREACH

#### WEEK 14

**T NOV 14:** Workshop: Adobe Photoshop

**DUE:** PORTFOLIO III

**TH NOV 16:** Critique

**DUE:** 09A FINAL PROJECT UPDATE

#### WEEK 15

**T NOV 21:** Presentations

**DUE:** Inspiring Photographer Presentation (6-10).

**TH NOV 23:** NO CLASS (Thanksgiving)

#### WEEK 16

**T NOV 28:** Presentations

**DUE:** Inspiring Photographer Presentation (11-15).

**TH NOV 30:** Critique

**DUE:** 09B FINAL PROJECT UPDATE

#### WEEK 17

**T DEC 5:** LDOC

**>> FINAL <<**

**SAT DEC 9, 4PM:** FINAL EXAM

**DUE:** PORTFOLIO IV, FINAL PROJECT PRESENTATIONS

---

## RUBRIC

PORTFOLIO I (20%)

- 01 Window light portrait
- 02 Speedlight - Flash in Real Life
- 03 Speedlight - Dimming the Sun
- 04 Speedlight - Drag Shutter

PORTFOLIO II (18%)

05 Speedlight - Multiple Flash  
06A Freelance - Estimate (with licensing terms), Shoot Plan  
06B Freelance - Fashion/Illustration, Invoice, W9

PORTFOLIO III (12%)

07 Freelance - Final Project Pitch Session  
08 Freelance - Outreach

PORTFOLIO IV (25%)

9A  
9B  
Final Project

MISC

Participation/Effort (15%)  
Quiz (3%)  
Headshot Workshop (PASS/FAIL) (2%)  
Inspiring Photographer Presentation (5%)

## GRADING SCALE

>92%=A; 90-92=A-; 88-89=B+; 83-87=B; 80-82=B-; 78-79=C+; 73-77=C; 70-72=C-;  
68-69=D+; 60-67=D; <59=F

---

## MENTAL HEALTH

Your mental health and sense of well-being is important! If you are overwhelmed by symptoms, such as anxiety or depression, please reach out to [CAPS](#) (Counseling and Psychological Services) 24/7 at 919-966-3658.

## ATTENDANCE + CLASS POLICY

We need each other. Part of your grade evaluation will include participation. The success of this class depends in large part on the quality of class discussion. I distinguish between attendance and engagement and encourage everyone to be *active participants in the class*. Be present, ask questions, offer your opinions, and challenge yourself and others! Absolutely no phones in class.

**PERSONAL DAYS (excused absences):** You will be allowed **2 personal days**; after that 2 percentage points per absence will be deducted from your final grade. Personal days are for anything: you just feel gloomy that morning, your car broke down, you have a job interview, or you are not necessarily sick but you feel crummy, for example. Of course, please let me know when you are taking a personal day. If you miss a class you should still turn in your assignment the day it is due to receive a grade.



**EXCUSED ABSENCES:** For all illness related absences, including COVID-positive results, students may seek an official excuse for absence(s) from the [University Approved Absence Office](#) (UAAO). UNC-Chapel Hill's 2020 attendance policy stipulates that "No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences." **The UAAO process has been streamlined for students who test positive for COVID.** Any student who tests positive at Campus Health or who reports a positive test to Campus Health will be instructed to isolate. Students should submit a request to the UAAO. Tests conducted at Campus Health will automatically generate a UAA form. If you miss a class (cleared by UAAO) you should turn in your assignment the day it is due to receive a grade.

## EQUIPMENT ROOM

**Equipment Room Hours:** 9:30 a.m. - 4 p.m. Mon. - Friday

### 1. **Install the VPN**

Instructions at:

- ☆ Watch HOW VPN video: [https://youtu.be/YZYTB93Q1\\_0](https://youtu.be/YZYTB93Q1_0)
- OR read: <https://guides.lib.unc.edu/equipment-room/vpn>
- Optional: Why VPN video: <https://youtu.be/aUCb2zSHiCY>

### 2. **Reserve Gear in Connect2** (with short video)

- Bookmark: <https://equipmentroom.mj.unc.edu>
- Never borrowed gear before? Instructions at
  - Read: <https://guides.lib.unc.edu/equipment-room/check-out>
  - OR
  - Video: <https://youtu.be/dGGZBoX2BDI>
- Please text us if you can't login (see below for our text number)

### 3. 📞 Put **Equipment Room text number** in your phone **(919) 442-8077** 📞

4. Our **Terms & Conditions** are below. Notably: **You are financially responsible for equipment checked out.** This may mean paying for lost or damaged equipment.

### 5. **Equipment Room Quiz:** <https://go.unc.edu/fall21-equipment-quiz>

▶ Please take this quiz / exercise which explains lots of info. about using the Equipment Room ▶

## HONOR CODE

The Honor Code (<https://catalog.unc.edu/policies-procedures/honor-code/>) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

## SEEKING HELP

If you need individual assistance, it is your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

## **DIVERSITY**

The University's policy on Prohibiting Harassment and Discrimination is outlined on the Equal Opportunity and Compliance Office's webpage (<https://eoc.unc.edu/our-policies/ppdhrm/>). UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

## **SPECIAL ACCOMMODATIONS**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Resources & Services site at <https://ars.unc.edu/>.

## **ACCREDITATION**

The Hussman School of Journalism and Media's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://hussman.unc.edu/accreditation>. No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas.