

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 295 Credits: 3

Course Title: Photography and Video for Business

Course Description

Using project-based-learning, students will develop skills in digital photography, videography, and digital editing with a focus on business. Students will have limited access to DSLR cameras and computer software. The majority of the course will focus on the use of smartphones in digital creation. Capstone project includes development of a 3-minute video suitable for submission in smartphone video festival competitions. Lecture 2 hours per week. Lab 2 hours per week. Total 4 hours per week. 3 credits

General Course Purpose

To build skills in digital photography, videography and digital editing for various uses in the business environment.

Course Prerequisites/Corequisites

None

Course Objectives

Upon completing this course, the student will be able to

- Create well-crafted commercial photographs and videos using a variety of techniques
- Describe the workflow of a commercial photographer
- Understand how a smartphone camera works
- Utilize image editing and video editing software
- Analyze issues concerning Digital Rights Management and Copyright
- Develop a website that showcases completed coursework

Major Topics to be Included

- DSLR cameras and their operation
- Image style guide
- Working with clients (internal and external)
- Editing photos and video on a mobile device and on a computer
- Sharing photos and video on social media
- Digital Rights Management and Copyright
- Artificial Intelligence and its use in commercial imagery, including ethics and copyright
- Composition, lighting, storytelling, and storyboarding
- Golden Circle Process video development
- Smartphone image modes: timer, panoramic, selfie, timelapse, cinematic, slow-motion
- Editing applications including Lightroom/Lightroom Mobile, ProCam, Snapseed, VSCO
- Projects include: Product photography, action photography, stop motion video, photo and video using a model, product-focused video.

Effective Date/Updated: January 2025