



# Communication Arts Technology Program

Jefferson Community & Technical College

## COMMERCIAL PHOTOGRAPHY

### PRACTICUM GUIDELINES

The Student Practicum Program in Commercial Photography at JCTC allows the soon-to-be graduating student the opportunity to gain practical experience in a real world setting. Our goal is to engage the student in as many real situations as possible under the help and guidance from more experienced photographers so they will be ready to enter a professional photography studio at the Entry Level upon graduation.

To achieve this goal we ask that you allow the student to be involved in as many situations as possible and to act as their mentor, answering questions and offering insight about how things get done and why they get done a certain way at your firm.

With these objectives in mind, students should be involved, as much as possible, in the following:

**PROJECT PLANNING** - Students should be involved in this activity in a "listen and learn" mode only (unless directed otherwise by supervisor). This is a good opportunity for the student to see first hand how to talk with clients and how to gain necessary and vital information pertaining to the project.

**PROPS** - As often as can be arranged, students should learn by taking an active part in setting up a photo shoot. They should learn what supporting elements are used with certain subject matter. Part of the job is finding those elements for use in the shot.

**STYLING** - When applicable, students should learn what makes things look good for a photograph in food, fashion, make-up, etc.

**LIGHTING** - Commercial studio projects, location assignments, what is unique about these situations? Problem solving for normal and special effect lighting.

**SHOOTING** - When circumstances permit, students should learn by taking an active part in taking the shot. Point of view, composition, studio and location. (This could be offered as a practice shot rather than the FINAL if necessary)

**RETOUCHING & DIGITAL MANIPULATION**- When circumstances permit, students should learn by taking an active part in the steps involved in creating the final image for presentation. Tips, tricks, and the passing down of personal shortcuts learned in your experience would be vital information for students at this stage.

**RESUME/PORTFOLIO BUILDING & INTERVIEWING** - Any help and encouragement that you or anyone on your staff could give to the student regarding resume writing and preparation, portfolio building and interviewing would be greatly appreciated.

**NOTE TO SUPERVISOR:** The above would be the ideal practicum situation. Given your own needs, use your own discretion as to what you can allow the student to participate in.

20 hours a week have been allotted during the semester for the student to gain 250-300 hours of work experience. It is the responsibility of the student to arrange his/her schedule with the participating firm. At the end of the semester the student's supervisor will be asked to give the student a grade of A, B, C, D or F based on his/her performance.

**STUDENT AGREEMENT:** I agree to take an active part in daily advertising design duties and to do as much of the above as possible while in the Student Practicum Program at your firm. I agree to be diligent and conscientious in the performance of my duties and to reflect a positive attitude at all times while representing JCTC in this program.

STUDENT NAME

STUDENT SIGNATURE

DATE



# ADVERTISING DESIGN

## FINAL EVALUATION

Student Name \_\_\_\_\_

### FINAL EVALUATION CRITERIA:

Student completed activities per guidelines:

- A - All of the assigned activities with a positive attitude, willingness to learn & always dependable
- B - All of the assigned activities with a good attitude, willingness to learn & almost always dependable
- C - Most of the assigned activities with a fair attitude, somewhat willing to learn & sometimes dependable
- D - Some of the assigned activities with a fair attitude, somewhat willing to learn but not very dependable
- F - None of the assigned activities, poor attitude, not dependable

FINAL GRADE

Based on this student's performance at our firm, I would hire or recommend hiring this student if an opening were available.

- YES     NO

\_\_\_\_\_  
SUPERVISOR NAME

\_\_\_\_\_  
SUPERVISOR SIGNATURE

SUPERVISOR COMMENTS: \_\_\_\_\_

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SUPERVISOR:  
PLEASE COMPLETE AND RETURN THIS FORM BEFORE THE  
END OF THE SEMESTER. MAIL TO:

Terry W. Lutz  
Communication Arts Program Coordinator  
Jefferson Community & Technical College  
109 E. Broadway  
Louisville, KY 40202

OR

YOU CAN COMPLETE THIS FORM  
ELECTRONICALLY BY SIMPLY DOWNLOADING IT  
FROM <http://jctcart.com/practicum.html>.  
FILL IT OUT AND RETURN IT BEFORE THE END OF  
THE SEMESTER TO TERRY LUTZ VIA YOUR  
BUSINESS EMAIL.

SEND TO: Terry.Lutz@kctcs.edu

If you have any questions, call Terry Lutz at 502-213-2388