

Collin College - Continuing Education
COURSE SYLLABUS

COURSE INFORMATION

Course Number: PHOT 6830

Course Title: Real Estate Photography

Course Description: Learn the fundamental skills of shooting real estate interiors and exteriors and post processing editing techniques.

Suggested Course Prerequisite(s): Digital Photography - Basics dSLR, or clear understanding of shooting in Manual mode and terminology.

Student Learning Outcomes: Demonstrate ability of shooting interiors and exteriors with natural lighting and in challenging lighting conditions. Demonstrate an understanding of the visual elements of design, and how to utilize them in real estate photography. Demonstrate understanding of composition.

Certification Notes: Photography Certificate Series elective course

Next course recommendation: Street Photography, Learning to See Creatively

Lesson Plan – by week or session:

Session I - A discussion on real estate photography interiors and exteriors. Introduce the visual design elements, assisting the student in understanding how to utilize these design elements to interest the viewer, pull the viewer in to the significant parts of the image. There will be a discussion on composition, the rule of 3rds, horizon line, and how to best use to define what you want the viewer to see. (It will be demonstrated how the design elements are an intricate part of composition.) There will be a discussion on the Introduce gear required, there will be an in-depth discussion on lenses, i.e. wide angle, tilt shift etc. I will explain how to avoid the keystone effect. (Assignment) Shoot 2 interior/2 exterior images

Session II - Students will show images and discuss challenges. Introduce shooting in natural light, and low light scenarios, how to utilize a remote flash unit. Shooting interiors/exteriors will be discussed. Introduce watching out for reflections, and shadows, making a check list of things to look out for before the shoot. Introduce high dynamic range, and how it's used in real estate. Show examples of various real estate photographers work, students will identify what makes the image visually appealing to the client. Twilight real estate images and how to shoot them, a lesson in shooting exteriors at night, understanding the time of day. (Assignment) Shoot 4 interiors/2 exteriors at night

Session III - Field trip - Students will shoot utilizing techniques learned.(Assignment Shoot 10 images in mixed lighting, low lighting, early morning, late evening.)

Session IV - Students will show images for critique and discuss challenges. I will introduce style, how students can develop their own style, they will see more examples of real estate photographers work, and how most are dramatically different. I will introduce abstract architectural photography, where the design elements are utilized. Introduce shooting commercials real estate, and some of the challenges, and how to shoot buildings. (Assignment - 10 images real estate, commercial, residential)

Session V - Students will show images for critique, there will be a discussion on techniques learned. There will be a review on everything learned, I will introduce more real estate photographers, architectural photographers.

Americans with Disabilities Act:

Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.