Undergraduate Distance Education Review Form
(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: <u>COMM 151: Basic Lighting for Still & Motion Imagery</u>

Instructor(s) of Record: <u>Dr. Richard Lamberski</u>

Phone: <u>724-357-3771</u>   **Email:** <u>rjl@iup.edu</u>

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. **How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?**

   Dr. Richard Lamberski is a distinguished professor in the Communications Media Department at IUP. For 28 years, he has taught a full range of courses, from introductory freshmen courses to doctoral level courses. A technologist at heart, Dr. Lamberski has served on technology committees within the University and has received innovative grants for technology applications. He became interested in WebCT many years ago and has attended the IDC workshops in Web development. Over the years, Dr. Lamberski has attended the following workshops at IUP in order to prepare him for the production of this online course: Sakai Training/Orientation, Migrating Courses to WebCT, WebCT Workshop, and the Distant Education Workshop. Lastly, Dr. Lamberski has developed another course that is highly visual and web-based, LBST499 Images that Shaped America, which was approved by the University Senate last year.

   Additionally, Dr. Lamberski will have the support of the Distance Education Technician assigned to his department to provide support with distance education technologies, to assist him in formatively and summatively evaluating the teaching strategies employed and the course content presented, and to consult on possible technological and methodological alternatives.

2. **How will <u>each objective</u> in the course be met using distance education technologies?**
   1. *Demonstrate an understanding of the basic terminology of lighting equipment and concepts.*
      Material will primarily be presented through the course text and supplemented through study guides and review activities available online. Student attainment of this goal will be measured by online quizzes and projects completed offline and electronically submitted.

   2. *Compare and contrast film/television and still imagery lighting.*
      Material will primarily be presented through the course text and supplemented through study guides and review activities available online. Student attainment of this goal will be measured by online quizzes and projects completed offline and electronically submitted.

   3. *Virtually set up, correctly place, and operate lighting equipment for both field and studio applications.*
      Using the Virtual Lighting Lab software, the student will construct simulated lighting setups. The completed virtual setups will be submitted electronically for evaluation.

4. Critique photographic, motion picture, and television lighting for appropriateness and effectiveness, including the sources and qualities of light used.
Students will view a film and write an analysis paper, critiquing the lighting used in one scene from a film. Students will be graded on his or her ability to use correct terminology and to demonstrate overall comprehension of the lighting concepts discussed in the course text. Papers will be submitted electronically and evaluated according to the project rubric.

3. **How will instructor-student and student-student, if applicable, interaction take place?**
Because this is a one-credit course and designed for independent study, there will be no formal student-student, instructor-student interactions built into the course. Areas for independent student interactions will be made available within the course in the chat and discussion sections. Students may at any time e-mail the instructor or post questions to the discussion boards, and the instructor will respond in a timely fashion. Students are also welcome to call the instructor as needed. The instructor will monitor student performance using LMS tracking features, such as quiz scores and log-ins. Students who are falling below expected performance will be contacted to discuss their progress and to determine a course of action to resolve issues.

4. **How will student achievement be evaluated?**
Students will be evaluated using the following methods:
   - Online Quizzes—Students will take an online quiz for textbook chapters covered as part of the course. To assist them in preparing for the quiz, students will be provided with study guides as part of the course module.
   - Virtual Lighting Simulations—Students will use the provided Virtual Lighting Lab software to complete virtual lighting simulations. These will be saved and submitted to the instructor electronically for evaluation.
   - Reflection Paper—Students will choose a scene from a movie and critique and analyze the use of lighting in the selected scene. These papers will be submitted via the LMS assignment submission tool.

5. **How will academic honesty for tests and assignments be addressed?**
Students will be informed of University policies regarding academic integrity and be required to electronically "sign" a statement that they understand this policy. Additionally, an honor code appears before the quizzes in the course. Additional measures to be used in the course are as follows:
   - Quizzes—All quizzes are timed and do not permit students to see more than one question at a time or to revisit skipped items. Students are permitted up to 3 quiz attempts, and the scores of all attempts are averaged.
   - Virtual Lighting Simulations—Lighting simulations require the Virtual Light Lab software, provided through WebCT. Due to the license agreement with the software provider, a special version of the software is being used that provides only limited functionality (demo mode) for the software following completion of the course.
   - Reflection Paper—Students are required to choose a topic unique to them. Papers will be based on course writing and concepts and will be submitted through WebCT.

B. Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

Recommendation: ☑Positive (The objectives of this course can be met via distance education)

☐Negative

_____ 3-12-09
Signature of Department Designee   Date

Endorsed: _____ 3-12-09
Signature of College Dean   Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: ☑ Positive (The objectives of this course can be met via distance education)

☐Negative

_____ 4/7/09
Signature of Committee Co-Chair   Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

☒ Approved as distance education course   ☐ Rejected as distance education course

_____ (mw) 7/16/09
Signature of Provost   Date

Forward form and supporting materials to Associate Provost.

Online Course Syllabus

COMM 151: Basic Lighting for Still and Motion Imagery

Syllabus

Instructor: Dr. Richard Lamberski
127 Stouffer Hall
1175 Maple Street
Indiana, PA 15705
Phone: 724-357-3771
E-Mail: rjl@iup.edu
Website: http://www.coe.iup.edu/rjl

Office Hours: Please e-mail me via your IUP e-mail account or call for a mutually convenient teleconference time.

Course Description | Course Objectives | Texts and Materials | Required Technology Skills and Software | Technical Support | Participation Requirements | Grading | Student Evaluation | Course Schedule | Bibliography | Appendix-Student Outcomes Assessment Matrix

Course Description
Title: COMM 151: Basic Lighting for Still and Motion Imagery
Credits: 1
Prerequisites: None
Description: Examines the basic technical and design aspects of artificial and natural lighting in capturing still, animation and motion imagery. The course emphasizes mastery of terminology and simulation of lighting concepts and conditions through virtual software.

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Course Objectives
At the end of this course, the student should be able to

> Demonstrate an understanding of the basic terminology of lighting equipment and concepts.
> Compare and contrast the differences in film/television versus still imagery lighting.
> Virtually set up, correctly place, and operate lighting equipment for both field and studio application.
> Critique photographic, motion picture, and television lighting for appropriateness and effectiveness, including the sources and qualities of light used.

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Texts and Materials
Required

> Jackman, John. (2004). *Lighting for digital video & television.* San Francisco: CMP Media LLC. Available through the IUP CO-OP Store (724-357-2306 or http://iupstore.com/) or Amazon.com and other textbook suppliers.
> The Virtual Light Lab software, used to complete virtual lighting projects, will be provided via download through the learning management system course page. You will not need to purchase the software.

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Required Technology Skills and Software
Technology Skills
Students enrolled in this course should possess the following technology skills:

The ability to access information via the Web
The ability to use the learning management system and associated tools, including discussion/chat, quizzing, and assignment submission features
The ability to download files and install software per provided procedural information
The ability to use word processing software and specialized software and to save in desired formats per provided instructions
The ability to use Internet communication tools, including e-mail and discussion boards
The ability to demonstrate netiquette (appropriate online conduct)

Software
The following software is required in order to view course content and to participate in planned course activities. If you do not have this software currently loaded on your computer or are unsure, you can download the software for free by clicking on the following links:

Adobe Reader

Flash Player

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Technical Support
To obtain technical support for computer issues related to this course, please contact Indiana University of Pennsylvania's student helpdesk at 724-357-4000 between 7 a.m. and 6 p.m. Eastern Time. You should be prepared to give specific details regarding your technical issue(s), including what you were doing before the error occurred and the exact text of any error messages received.
If you experience issues outside of the normal helpdesk hours, you can also submit your error via e-mail at it-support-center@iup.edu or via electronic form available online at http://www.iup.edu/page.aspx?ekfrm=36009.

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Participation Requirements
Course Participation
While the course is entirely online and self-paced, course participation is expected per University policy. Student progress and participation will be tracked using time and date stamping and quiz completion. Students are encouraged to stay on track with the recommended course schedule, including readings, study guides, and quizzes. The two Virtual Light Lab simulation assignments should also be completed with their corresponding chapters.

Additional points that should be noted are as follows:

Study Guides --
For each chapter, a PDF study guide has been created to assist you in studying the key points and information presented in the course. Please take advantage of these resources. Questions regarding the study guides can be posted to the course discussion boards so that everyone may take advantage of your questions and the instructor's feedback.
Course Discussion --
Course discussion boards will provide you an opportunity to ask questions and increase your understanding of the concepts presented. Informal and assigned course discussions will be used as a means of communication throughout the course. You may post your questions and add input regarding course topics. You may post your

questions on the discussion boards every week *before noon on Wednesday*. The instructor will review the questions and post answers by the following day (Thursday).

Online Quizzes --
Ten online quizzes will be offered through the University learning management system. Quizzes are based on each chapter covered in the course. Quizzes will consist of a combination of multiple choice and true/false items covering terminology, definitions, and basic concepts from the assigned readings and/or online reference material. Your results for these quizzes will be immediately available to you.

Virtual Light Lab Simulations --
Completion of two lighting simulations will be required throughout the semester. A detailed grading rubric accompanies each simulation to demonstrate the evaluation criteria. Due to the more complex nature of the second assignment, examples have been provided to demonstrate good and bad lighting techniques.

Reflection Paper --
At the end of the semester, each student must view an Academy Award-winning film from the last 10 years and write a one-page analysis of the lighting techniques used in one scene. The student will be graded on his or her ability to use correct terminology and to demonstrate overall comprehension of the lighting concepts discussed in the course text. Please use in-text citations when referencing these concepts (simply put the textbook page number in parentheses).

Each of the assignments and resources listed above are available in WebCT. Course materials can primarily be found in the following sections:

Syllabus and Orientation -- This section contains information regarding the specific course.

Announcements --
Contains important announcements regarding the course. The date will indicate when these announcements have been updated.

Course Content and Related Materials --
This section includes the course materials for each of the weeks outlined in the Course Schedule section of this syllabus.

Assignments -- This area contains space for you to upload assignments given in class.

Tests/Quizzes -- This section contains all quizzes used in this course.

Communication Tools -- Course e-mail, chat rooms, and discussion boards are located here.

Online Etiquette
Discussion, chat, and e-mail spaces within this course are for class purposes only, unless otherwise stated. Please remember to conduct yourself collegially and professionally. Unlike in the classroom setting, what you say in the online environment is documented and not easily erased or forgotten. The following guidelines:

Avoid using ALL CAPS, sarcasm, and language that could come across as strong or offensive.
Read all postings before posting your responses to discussion topics so as to not repeat information.
Keep chat comments brief and to the point. If longer comments are necessary, use <more> and <end> to indicate lengthy messages and when you are finished.
Focus on one topic at a time when chatting or posting to discussions.
Remember that unlike in face-to-face learning environments what you say in discussions and chats is documented and available to be revisited. Choose your words and disucussion topics carefully.
Course e-mail should only be used for messages pertaining to the course. Please refrain from sending forwards, jokes, etc. within course e-mail.

Students with Disabilities
If you are a student who has a documented disability and need special accommodations, the instructor will work with you to provide reasonable accommodation to ensure you a fair opportunity to perform in the class. Please advise the instructor in the first week of the semester regarding the disability and the desired accommodations.

Academic Integrity Policy
Indiana University of Pennsylvania expects a full commitment to academic integrity from each student. This syllabus represents a contract between you and the instructor of this course and that you agree to follow the rules and expectations set up therein. Academic integrity means:

Providing or receiving unauthorized assistance in coursework, including papers, quizzes, and examinations.
Using unauthorized materials and resources during quizzes and tests.
Possessing course examination materials without the prior knowledge of the instructor.
Plagiarizing which is the use of papers, dissertations, essays, reports, speeches and oral presentations, take-home examinations, computer projects, and other academic exercises or the passing off of ideas or facts beyond common knowledge without attribution to their originators.
Engaging behaviors that are disruptive or threatening to others.
Using computer technology in any way other than for the purposes intended for the course.

Please note that IUP faculty uses a variety of technologies to check the authenticity of student work. Violations of academic integrity will be handled per IUP's Academic Integrity Policy and Procedures. Failure to comply with the policies and procedures may result in a decrease in grade, involuntary withdrawal from an academic program, suspension, expulsion, or rescission of a conferred degree. IUP's full policy on academic integrity is available in the Undergraduate Catalog under Academic Policies or as a PDF online at http://www.iup.edu/WorkArea/downloadasset.aspx?id=49753.

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Student Evaluation
The following methods will be used to evaluate student achievement in this course:

Chapter Quizzes	55%
Lighting Simulations	30%
Reflection Paper	15%
Total	100%

Please note: The number, kind, or weighting of assignments may differ from the above listing based on instructional needs of the class or unexpected events that may arise during the semester. However, changes will only be made with the approval of a majority of the class.

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Grading
The following grading scale will be used:

A = 90.0-100
B = 80.0-89.9
C = 70.0-79.9
D = 60.0-69
F = Below 59.9

Incomplete Grades
I do not grant incomplete grades unless for extreme medical or personal emergencies. So, do not ask unless you have a valid emergency (for example, hospitalization or a death in the immediate family).

Withdrawal Grades
A withdrawal grade ('W') is awarded only if you have officially withdrawn from the class or University. Please note the

deadline dates for course withdrawal. If notice is not received, a failing grade must be awarded given current University Policy.

Disagreement with Awarded Grade
The likelihood of an unfair grade being awarded to you is remote. However, calculation errors are possible. You are always free to discuss any grade with me. In almost all cases, this is sufficient to resolve or clarify the problem. However, if we need to, we can first go to the Chairperson of the Department, and second to the Associate Dean of the College for their unbiased input. My commitment is to always make you feel you have been fairly graded. Should this initial informal appeal process not resolve or clarify the problem, you have an official grade appeal process described in several University documents available to you.

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Course Schedule
The following is the suggested outline for completing the course. While the course is self-paced, it is highly recommended to complete the course as outlined.

Prior to course	Comm 151 Overview, Commitment to Course Policies
Week 1	Chapter 1, Quiz 1
Week 2	Chapter 2, Quiz 2
Week 3	Chapter 4, Quiz 3
Week 4	Chapter 5, Quiz 4
Week 5	Chapter 6, Quiz 5
Week 6	Chapter 7, Quiz 6, Virtual Light Lab Exercise 1
Week 7	Chapter 8, Quiz 7
Week 8	Chapter 9, Quiz 8
Week 9	Chapter 11, Quiz 9
Week 10	Chapter 12, Quiz 10, Virtual Light Lab Exercise 2, Reflection Paper
Bonus	Chapter 10, Bonus Quiz

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Bibliography
Ashford, R. (2007). *500 lighting hints, tricks, and techniques*. East Sussex, England: Rotovision.

Birn, J. (2000). *Lighting & rendering*. Berkley, CA: New Riders Publishing.

Block, B. (2007). *The visual story, second edition: Creating the visual structure of film, TV and digital media*. Burlington, MA: Focal Press.

Box, H.C. (2003). *Set lighting technician's handbook: Film lighting equipment, practice, and electrical distribution* (3rd ed.). Woburn, MA: Focal Press.

Brown, B. (2007). *Motion picture and video lighting* (2nd ed.). Woburn, MA: Focal Press.

Child, J., & Galer, M. (2008). *Photographic lighting: Essential skills* (4th ed.). Burlington, MA: Focal Press.

Corbell, T. (2001). *Basic studio lighting: The photographer's complete guide to professional techniques*. New York: Amphoto Books.

Gloman, C., & LeTourneau, T. (2005). *Placing shadows: Lighting techniques for video production* (3rd. Ed.). Burlington, MA: Focal Press.

Haw, C.T. (2007). *The studio photographer's lighting bible*. East Sussex, England: Rotovision.

Hunter, F., Biver, S., & Fuqua, P. (2007). *Light: science and magic: An introduction to photographic lighting*. Burlington, MA: Focal Press.

Marr, D. (2004). *Beginner's guide to photographic lighting: Techniques for success in the studio or on location*. Buffalo, NY: Amherst Media Inc.

Neubart, J. (2006). *Location lighting solutions: Expert professional techniques for artistic and commercial success*. New York, NY: Amphoto Books

Shyles, L.C. (2007). *The art of video production*. Thousand Oaks, CA: Sage Publications.

Zettl, H. (2007). *Sight, sound, motion: Applied media aesthetics* (5th ed.). Belmont, CA: Wadsworth Publishing

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Appendix—Student Outcomes Assessment Matrix

COE&ET Conceptual Framework	Program Objectives	Course Objectives	Assessment Technique
1, 3	4, 6, 7	1	**Tests** Lighting Simulation Reflection Paper
1,2,3	4,6,7	2	**Tests**
1,2,3	4,6,7	3	Lighting Simulation
1,3	2,3,4,6,7	4	Reflection Paper

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Sample Online Course Modules

2. Overview

Introduction to COMM 151

Overview
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Welcome to COMM 151

Welcome to Basic Lighting for Still & Motion Imagery. This one-credit course is intended to be your first introduction to basic concepts of lighting used in most mass media settings. The primary purpose is to teach you the terminology (nomenclature) that is unique to professionals in developing lighting settings for still and motion imagery and animation.

The resources provided as part of this course have been specially designed to assist you in mastering the course material. The course text is outlined in study guides, which will prepare you for the chapter quizzes. Testing procedures for the course allow you to have open book testing with multiple trials for success. An innovative lighting simulation software is also provided to allow you to virtually experiment and experience a lighting set. Lastly, a short reflective paper gives you the opportunity to critically examine lighting techniques and the impact lighting has, given a scene in a film.

In all cases, the course was meant to be enjoyable and simple to master. I hope you will enjoy the coming weeks. Please feel free to contact me if you have any questions.

Sincerely,

Dr. Richard Lamberski

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3. Objectives

Introduction to COMM 151

Objectives
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At the completion of this unit, the student will

- Demonstrate an understanding of the course syllabus.
- Commit to the expectations set forth in the syllabus and course introduction.
- Install the lighting simulation software.

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4. Lesson

Introduction to COMM 151

Lesson Guide
___

Syllabus Review and Commitment to Course Policies
Please review the course syllabus. Please read carefully and note any questions you may have regarding course policies and expectations, schedules, etc. Any questions you have should be sent to your instructor via IUP e-mail. At the completion of this module, you will be asked to commit to course policies.

Lighting Simulation Software Install
As part of the course, we will be using lighting simulation software that will allow you to simulate different lighting setups. The software can be downloaded for free from WebCT and will be available to you throughout your period of enrollment in this course. The Lighting Software Installation Instructions will walk you through the installation and registration of the software.

NOTE: For the software to be fully functional, you must complete the registration process. You will be unable to complete the course assignments without completing the registration. Directions for registration are included in the Lighting Software Installation Instructions.

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5. Assessment

Introduction to COMM 151

Assessment
___

Prior to the first official day of class, complete the following items:

Commitment to Course Policies
The activity in this section can be access by clicking on the Tests/Quizzes link on the Course Menu at left, or you may click on the Quiz link in the Action Menu above or by selecting Test/Quizzes in the Course Menu at left. The syllabus represents a contract between yourself and the instructor. Your response is not being graded, this is simply a way for you to sign off that you understand the policies set forth in the syllabus and that you agree to follow them. If you have any questions regarding this procedure, please feel free to contact the instructor by the method set forth in the syllabus.

Software Download
Download, install, and register the appropriate version of the lighting simulation software using the links below. The Lighting Simulation Installation Instructions will walk you through the process of installing and registering the software.

Virtual Light Lab (Windows/PC Version download)

Virtual Light Lab (Mac Version download)

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Required

- Jackman, John. (2004). *Lighting for digital video & television.* San Francisco: CMP Media LLC. Available through the IUP CO-OP Store (724-357-2306 or http://iupstore.com/) or Amazon.com and other textbook suppliers.
- The Virtual Light Lab software, used to complete virtual lighting projects, will be provided via download through the learning management system course page. You will not need to purchase the software.

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Required Technology Skills and Software

Technology Skills

Students enrolled in this course should possess the following technology skills:

- The ability to access information via the Web
- The ability to use the learning management system and associated tools, including discussion/chat, quizzing, and assignment submission features
- The ability to download files and install software per provided procedural information
- The ability to use word processing software and specialized software and to save in desired formats per provided instructions
- The ability to use Internet communication tools, including e-mail and discussion boards
- The ability to demonstrate netiquette (appropriate online conduct)

Software

The following software is required in order to view course content and to participate in planned course activities. If you do not have this software currently loaded on your computer or are unsure, you can download the software for free by clicking on the following links:

Adobe Reader

Flash Player

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Technical Support

To obtain technical support for computer issues related to this course, please contact Indiana University of Pennsylvania's student helpdesk at 724-357-4000 between 7 a.m. and 6 p.m. Eastern Time. You should be prepared to give specific details regarding your technical issue(s), including what you were doing before the error occurred and the exact text of any error messages received.

If you experience issues outside of the normal helpdesk hours, you can also submit your error via e-mail at it-support-center@iup.edu or via electronic form available online at http://www.iup.edu/page.aspx?ekfrm=36009.

COMM 151: Basic Lighting for Still and Motion Imagery
Lighting Simulation Installation Instructions

Installing the Software

The Virtual Light Lab lighting simulation software is available in both Windows/PC and Mac versions. Download the appropriate version for your computer. The file loaded to the computer is a compressed (zipped) file. When prompted to save the file, save it to your desktop.

1. Locate the downloaded compressed file on your desktop.

2. For PC/Windows, right click on the compressed file folder on desktop and select "Extract All." For the Mac version, double-click the file to extract it.

3. Follow the prompts on the screen. If it asks for a file location, make sure that it is saving the file to your desktop.

4. After extracting the files, locate the VLL file on your desktop. In the file, you will find the following components: Models Folder; VLL Guide 2.3 Update; VLL3.2 Reference Guide; VLL3.3; and VLLhelp.vv.

Installation is complete. Directions for opening the software and registering it for full functionality are located in the next section, "Registering the Software".

Registering the Software

Once you have extracted the files, you must open and register the software for it to be fully functional.

1. Locate the VLL3.3 file.

2. Double-click the icon to launch Virtual Light Lab.

3. Virtual Light Lab uses a multi-window interface. To register the software, you must be in the Stage & Scenes Window ("Stage & Scenes" will appear in the title bar at the top of the window).

4. From the menu items, go to Help and then select Register from the dropdown.

5. In the dialog box, type the following information:

   Registration Name: UIP~06-2009

   Serial Number: 31000203

   Code: 079BD3EE

6. When all information has been entered, click OK

7. A dialog box should appear notifying you of successful registration. If you do not receive this notification, double-check to make sure all registration information was entered correctly.

1. COMM 151 Chapter 1

Chapter 1

Why Is Lighting Important for Television and Video?

As you read Chapter 1 in the text, you should complete the Chapter 1 Study Guide. Questions and comments regarding the section's content should be posted to the course discussion boards so that everyone may take advantage of your questions and the instructor's feedback.

Following completion of Chapter 1, you should take the Chapter 1 Quiz, which can be accessed directly using the Quiz link in the Action Menu above. The Tests/Quizzes link in the Course Menu at left allows you to access to the complete listing of tests and quizzes for this course.

COMM 151: Basic Lighting for Still and Motion Imagery
Chapter 1 Study Guide
When you finish this chapter, you should be able to explain the following concepts:
1. What is the real key to fine lighting? (pg. 1)

2. Why using lighting is similar to creating an illusion? (pg. 2)

3. How too much or too little exposure/contrast can cause problems with video? (pg. 3-5)

4. How and why flat lighting is used? (pg. 6)

5. When it is appropriate to make heavy use of light and shadow? (pg. 6)

6. Why lighting that has called attention to itself is considered "failed lighting" (pg. 8-9)

Terms to know:
Exposure (pg. 3) —

Contrast (pg. 3) —

Depth (pg. 5) —

Chiaroscuro (pg. 6) —

Flat lighting (pg. 6) —

Key notes, diagrams, tables, or significant pictures and captions:
None

COMM 151: Basic Lighting for Still and Motion Imagery
Chapter 1 Study Guide Answer Key
When you finish this chapter, you should be able to explain the following concepts:

1. What is the real key to fine lighting? (pg. 1)
   To not only simulate reality, but to communicate the proper mood and feeling to the viewer.

2. Why using lighting is similar to creating an illusion? (pg. 2)
   You're trying to convince the audience of something that isn't quite true.

3. How too much or too little exposure/contrast can cause problems with video? (pg. 3-5)
   You must light it enough to be able to see the footage being shot; however, too much lighting can ruin the mood by overexposing the subject and giving it too much contrast.

4. How and why flat lighting is used? (pg. 6)
   Flat lighting eliminates all of the shadows and offers even lighting; it is used by news studios, talk show sets and soap operas for convenience and economy.

5. When it is appropriate to make heavy use of light and shadow? (pg. 6)
   To present the illusion of depth.

6. Why lighting that has called attention to itself is considered "failed lighting" (pg. 8-9)
   Good lighting reinforces the emotional effect of what is happening on-screen; it should be so effective at creating the mood that it goes largely unnoticed.

Terms to know:
Exposure (pg. 3) — *Enough light used to generate a signal from the CCD and raise the signal to a proper level but not exceed the limits.*

Contrast (pg. 3) — *The ratio between the lightest and the darkest areas of the scene.*

Depth (pg. 5) — *The dimension that television does not have (as compared to height and width)*

Chiaroscuro (pg. 6) — *The use of light and shadows to create depth.*

Flat lighting (pg. 6) — *Lighting that eliminates all shadows; used for convenience and economy.*

Key notes, diagrams, tables, or significant pictures and captions:
None

1. Overview

COMM 151: Basic Lighting for Still & Motion Imagery

Project 0: Lighting Simulation Software Tutorial

At various points throughout the course, we will be using Virtual Light Lab, an innovative software product that allows you to virtually simulate and experiment with different lighting setups. This project section is designed to give you an opportunity to "play" with the different functions of the lighting software and to walk through the procedure we will be using to save and submit lighting software assignments. This will afford you the opportunity to ask questions regarding the software and the process of submitting the assignments prior to having to submit your assignments.

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2. Directions (Page 1 of 7)

COMM 151: Basic Lighting for Still & Motion Imagery

Project 0: Lighting Simulation Software Tutorial

To sucessfully complete this project, the student will

- Navigate the lighting simulation software windows.
- Demonstrate the ability to use and manipulate the designated lighting simulation tools.
- Save the file in the appropriate format.
- Submit the assignment via the course management system.

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3. Directions (Page 2 of 7)

COMM 151: Basic Lighting for Still & Motion Imagery

Project 0: Lighting Simulation Software Tutorial

Reference Guide
Your download of the software should have included the Virtual Light Lab Reference Guide. The reference guide has also been provided here for your convenience. It is suggested that you print this guide off and use it to walk through the material presented in this module. As stated in the overview, the purpose of this module is to give you the opportunity to work with the lighting simulation software and the technical skills you will be expected to know *prior* to completing the graded assignments. The following sections will make reference to specific pages of the Virtual Light Lab Refererence Guide. The material in the guide has been supplemented here.

Opening the Software
When installing the lighting simulation software, a folder containing the lighting simulation program, reference guide, and models (unless you specified an alternate location for the file). Double-click to open the file folder. Once inside the folder, double-click the file named "VLL3.3". Two windows will open on your screen.
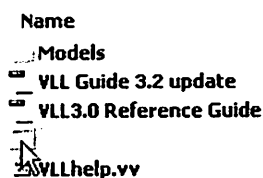
Name
...:Models
☐ VLL Guide 3.2 update
☐ VLL3.0 Reference Guide
🔲VLLhelp.vv

Image: Opening the Virtual Light Lab program

Software Registration
If you have not done so already, you *must* complete the software registration to be able to complete the activities in this tutorial. Some of the steps included as part of the tutorial require features not available in the demonstration mode. Direction for completing the registration are included in the Lighting Simulation Installation Instructions handout.

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Program Windows

The Virtual Light Lab software uses a multi-window design to allow you to set the light properties for each model represented in a scene. The program, by default, will open with two program windows. Each window has a different purpose, described in the sections that follow.
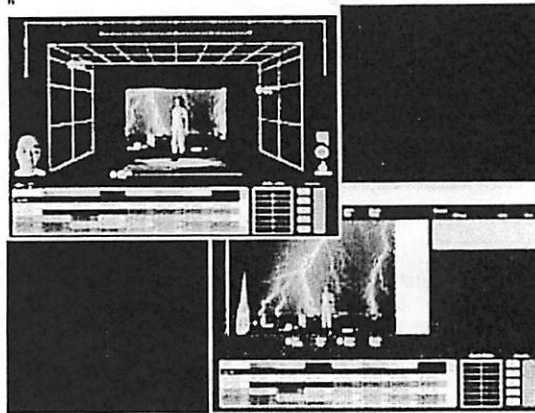

Image: Example of Virtual Light Lab's Multi-Window Design

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The Lighting Window

The first type of window discussed in the manual is the Lighting Window. In Virtual Light Lab, you may have multiple windows, depending on the number of models you wish to light. This section will orient you to the components of the Lighting Window.
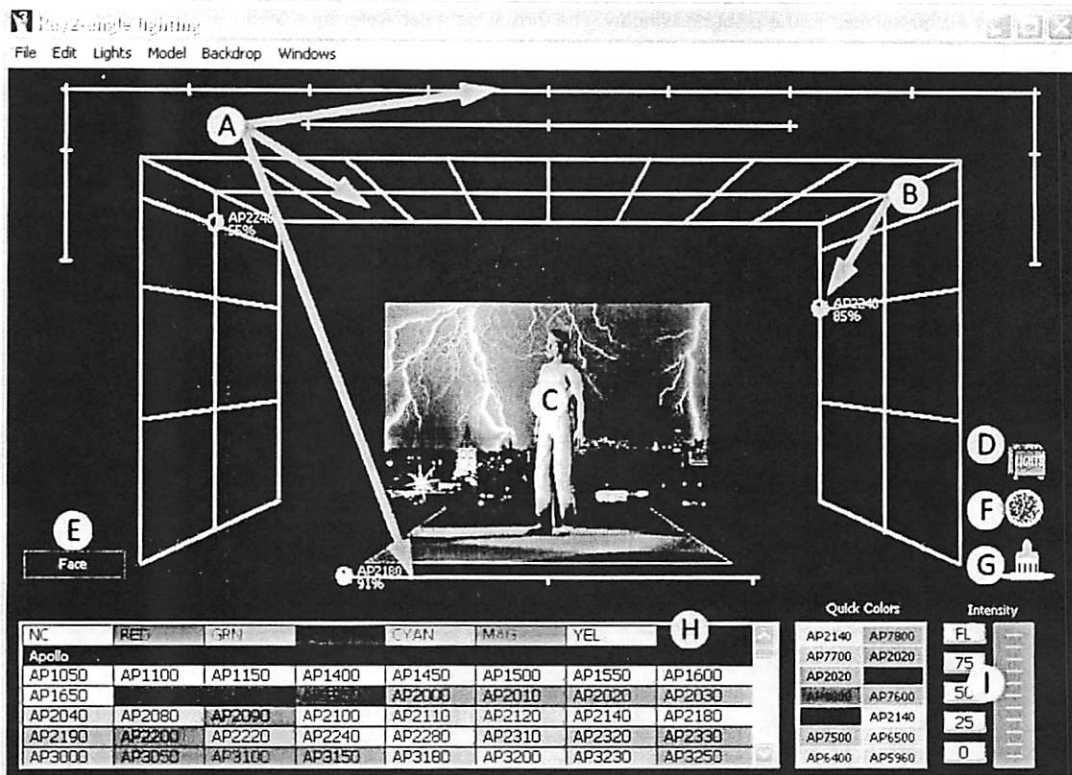
Image: Sample Lighting Window with Components Labeled

Each of the following briefly describe the components labeled in the graphic above. More information can be found in the Virtual Light Lab Reference Guide, and the following section will provide page numbers linked to specific skills you will need to know to complete the project at the end of this module:

A. **Lighting Grid**--This is where you will place lights. Lights may be placed anywhere there is an intersection in the lines of the grid.

B. **Light**--This is a sample light placed on the grid.

C. **Model**--This is a sample model. The area behind the model (the picture of the lightning) is the backdrop. The platform on which the model is standing is the stage.

D. **Lights**--Clicking and dragging from this icon allows you to place more lights on the grid.

E. **Face Display**--Click on the Face Button in this area. This will turn on the Face Display. You can use this to see a close-up of how the light will illuminate your model.

F. **Template**--Dragging from this icon to a light already positioned on the grid will apply a pattern to the light.

G. **Paint**--Clicking this icon will reveal the color palette, allowing you to choose a color for the model in the current lighting window.

H. **Color Filters**--This area contains different colored gels that can be applied by dragging and dropping them on placed lights.

I. **Intensity**--This allows you to adjust the brightness of the lights. The buttons will adjust the lights in increments, or holding the mouse button and dragging over the meter on the right will allow you to customize the brightness.

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Project 0: Lighting Simulation Software Tutorial

Actions performed in the Lighting Window

The following action are performed in the Lighting Window. The Virtual Light Lab Reference Guide will provide you with further details and directions for using these features. The topics and page numbers are included for your convenience:

- Positioning a light (p. 6)
- Dimming a light (p.6)
- Changing light colors (p. 7)
- Removing lights (p. 9)

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The Stage & Scenes Window
While you will primarily be working with the Lighting Window in your class projects, there are a few functions that must be performed in the Stages & Scenes Window. In this window, you can place your models and adjust the lighting on your background. Components of this window are labeled in the image below and described below the image:
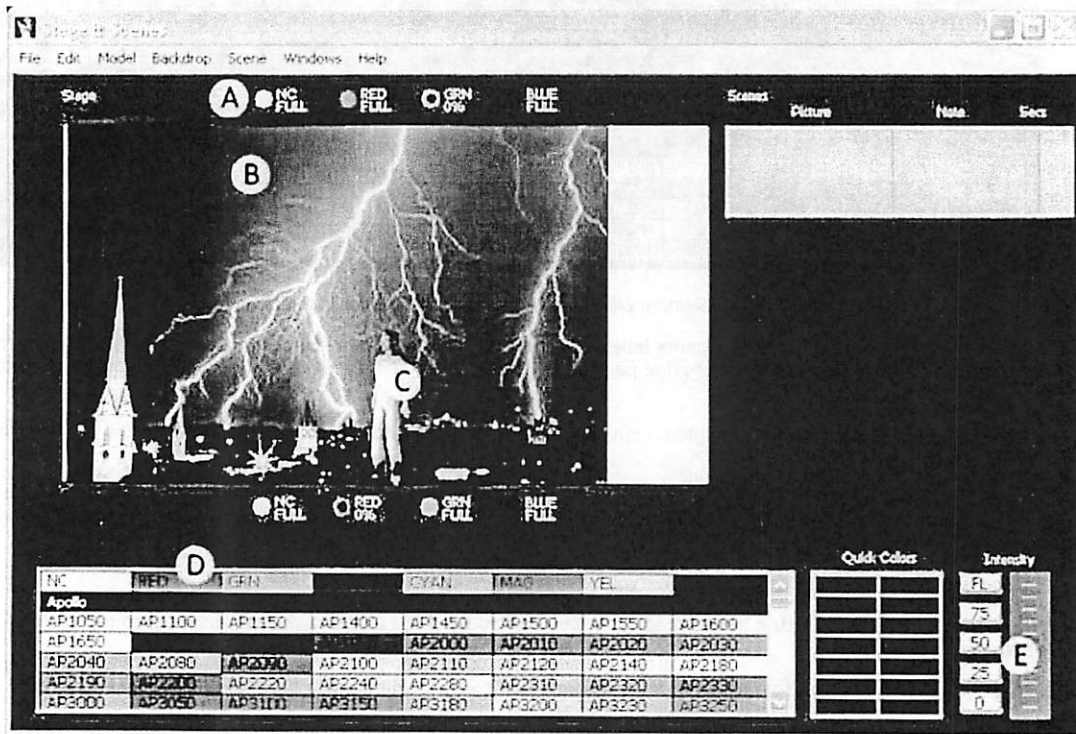
Image: Stage & Scenes Window with Components Labeled

A. **Backdrop Lighting**--The lights above and below the Stage area light the backdrop. The colors and intensity can be changed in much the same way you changed the color and intensity in the Lighting Window. However, you are unable to add or delete lights, though you may take lights down to zero intensity.

B. **Backdrop**--The backdrop (in this case, the lightning photo) can be changed in the Stage & Scenes Window.

C. **Model**--Models may be added and deleted in the Stage & Scenes Window. A separate Lighting Window will open for each model added in this area. For example, if two models are placed on the Stage & Scenes Window, then two Lighting Windows will be open.

D. **Color Filters**--This area contains color filters similar to those in the Lighting Window. Dragging a color to one of the lights in the Stages & Scenes Window will change the color of the light shining on the backdrop.

E. **Intensity**--These controls work the same as the intensity controls in the Lighting Window and allow you to adjust the intensity of the backdrop lighting.

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Actions performed in the Stage & Scenes Window
The following action are performed in the Stage & Scene Window. The Virtual Light Lab Reference Guide will provide you with further details and directions for using these features. The topics and page numbers are included for your convenience:

- Importing a backdrop image (p.13)
- Positioning the backdrop (p. 13)
- Adding a model (p. 14)
- Changing the model color (p. 14)
- Saving the file (p. 18)
- Printing the file (p. 18)

Additional Functions and Tips
The following are some additional items that are not covered in the manual, but that should be noted:

- **Deleting Models--**To delete models from your Stage & Scenes Window, select the model you wish to delete by clicking on it and then either hit the Delete Key on the keyboard or choose Model>Delete Model from the menu.
- **Saving the File--**When saving your files for class, make sure that you save twice:
  - **To save your project so that you may edit it--**In the Stage & Scenes Window, go to File>Save As in the menu bar. This will allow you to save your Virtual Light Lab project so that you can go back and edit it.
  - **To save your project for submission--**In the Stage & Scenes Window, go to File>Save Stage as Picture. This will save your stage as an image that can be opened on computers not running the Virtual Light Lab software. However, this picture cannot be edited in the lighting simulation software.

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9. Checklist

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Project 0: Lighting Simulation Software Tutorial

Once you have read the online tutorial and the Virtual Light Lab Reference Guide, practice each of the steps on a sample project. You may use any model and lighting that you desire. This project will not be graded; however, the instructor will be checking to make sure it has been completed.

In completing this project, you should practice all of the following actions:

- Opening the software
- Adding a model.
- Deleting a model.
- Adding a backdrop.
- Placing lights on the grid.
- Turning the face function on and off.
- Adjusting the intensity of the lights.
- Adding a template to the lights.
- Adding a gel to the lights.
- Changing the color of the model.
- Changing the color of the backdrop lights.
- Changing the intensity of the backdrop lights.
- Saving the project as a Virtual Light Lab file.
- Saving the project as an image file.
- Printing your completed stage.
- Post the image file of your project to the Project 0 assignment dropbox in WebCT.

If at any point in this tutorial you encounter difficulty with the assignment, post your questions to the discussion board so that your instructor can assist you in correcting your issues prior to completing the first lighting simulation assignment.

2. Project 2 Overview

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Project 2: Product Lighting

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Prior to completing this lighting simulation, you should have completed the following:

- Successfully completed Project 1: Basic Three-Point Interview Setup with Onside Key.
- Read chapters 1, 2, and 4 through 12 in your text.
- Downloaded, installed, and registered the lighting simulation software.
- Read pages 5-18 in the Virtual Light Lab Reference Guide (included in the software installation pack).
- Completed the Lighting Simulation Software Tutorial.

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3. Project 2 Objectives

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Project 2: Product Lighting

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To sucessfully complete this project, the student will

- Choose a unique backdrop that adds to the overall visual appeal of the product shot.
- Appropriately use gels to create visual appeal.
- Adjust light intensities to create depth and visual appeal.
- Create a lighting scheme that adds interest and depth to the subject.
- Use the "face" tool to assure proper lighting placement and exposure of the model.
- Save the simulated lighting setup.

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4. Project 2 Directions (Page 1 of 4)

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Project 2: Product Lighting

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Using the material covering product shots in Chapter 12 of your text, complete the following steps for this simulation:

1. Open the lighting simulation software.
2. Choose the sphere as your model. NOTE: To get rid of other models that appear in your Stage & Scenes window, click on the model that you want to delete. When the box appears around the model, hit the Delete key on the keyboard or select Delete Model from the Model Menu at the top of the Stage & Scenes Window.
3. Choose a backdrop in the Stage & Scenes Window that is unique and demonstrates that you know how to change the colors and lighting of the backdrop or how to import an image.
4. In the Lighting Window, us the Face Tool to monitor the exposure of the model.
5. Position as many lights on the grid as needed to give the model depth and visual appeal. Use *at least one* gel on one of the lights.
6. Adjust the intensity of each light to your liking.
7. Once you are satisfied with your lighting setup, save it as a picture and upload it to Project 2 in the Assignments dropbox on WebCT.

Samples of good and bad lighting projects have been provided on the following pages to assist you in completing the project. The samples were evaluated against the project objectives and the grading rubric.
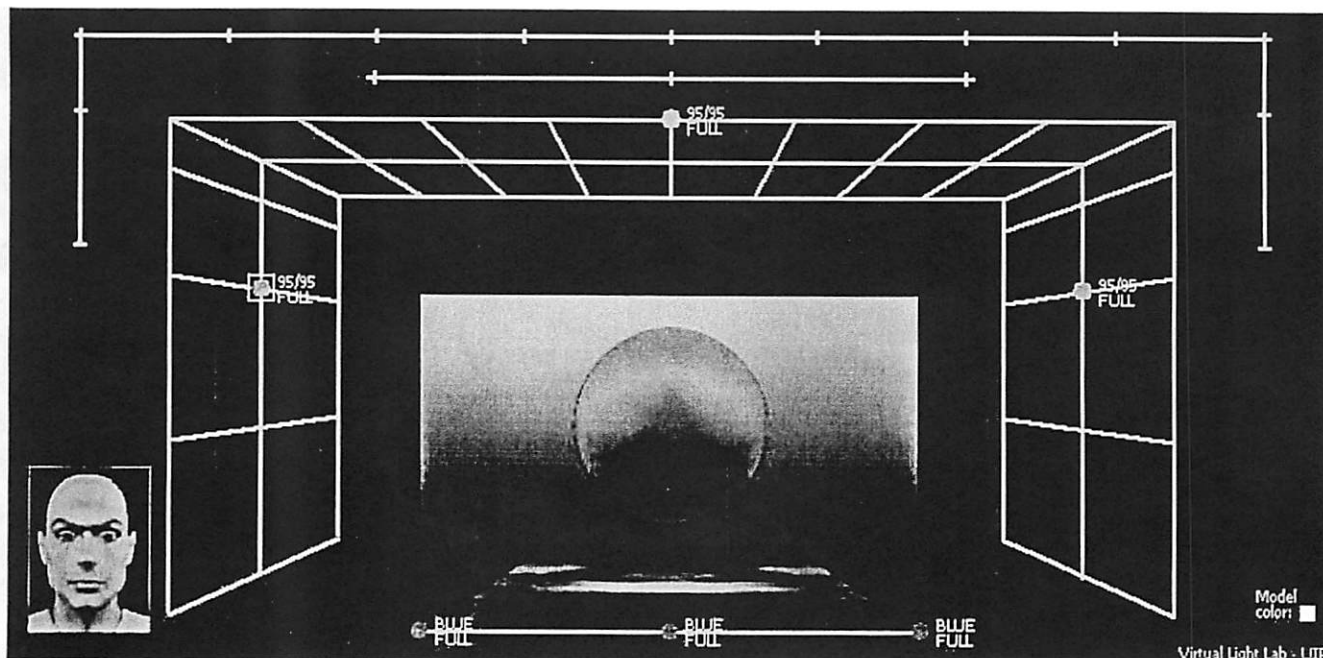
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Project 2: Product Lighting

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Sample 1: Bad Product Lighting 1

Sample 1: Bad Product Lighting

The evaluation of this model is as follows:

- **Backdrop --** The black-to-white gradient in the background is uninteresting and unoriginal.
- **Use of Colored Gels --** The blue and red gels do not complement each other, and the bold colors detract from the object itself.
- **Intensity of Light/Exposures --** The intensities of all of the lights are set at 100% (full), which does not add to the depth of the object.
- **Visual Appeal/Depth of Sphere --** The combination of the light setup, the light intensities, and the color of the gels does not make the object look visually appealing or present the depth of the object in an appropriate way. The object looks as if it is two-dimensional with color thrown on it.
- **Overall Comprehension --** Although this example displays the student's understanding of how to make modifications to the scene and lighting, the final product shows that he/she is unable to develop an appropriate lighting setup to fit the situation.

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Project 2: Product Lighting

Sample 2: Bad Product Lighting 2
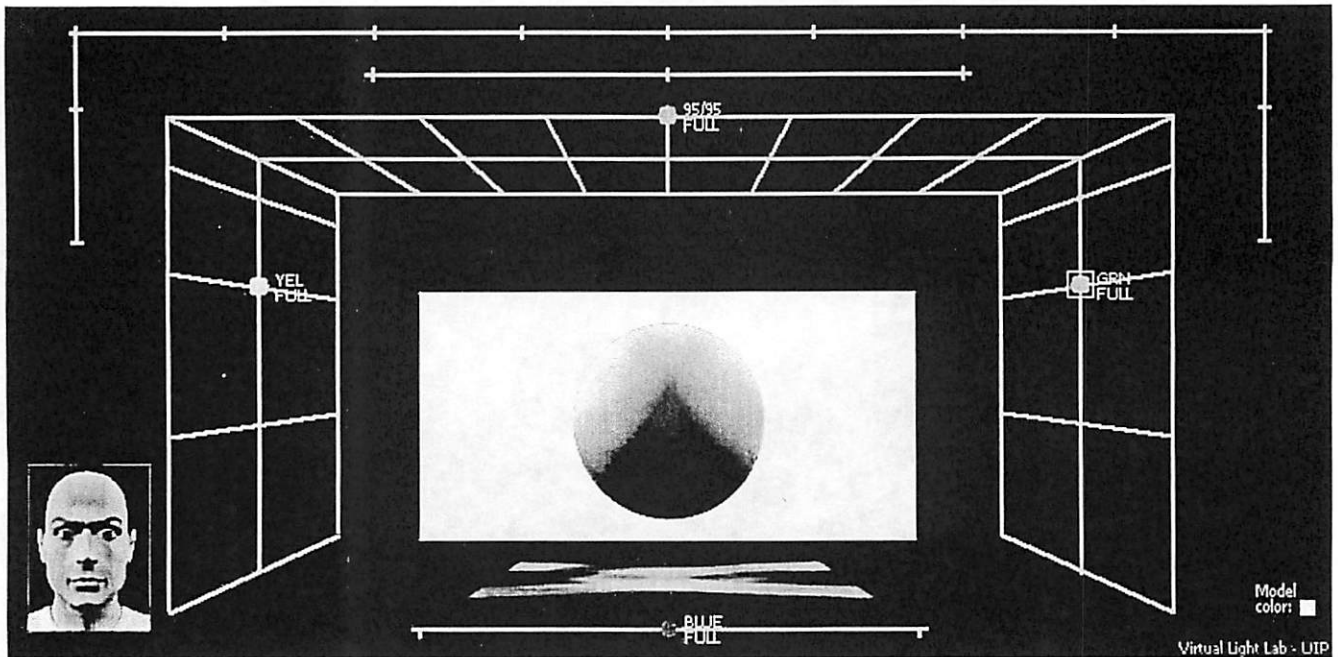
Sample 2: Bad Product Lighting 2

The evaluation of this model is as follows:

- **Backdrop --** The plain white background is uninteresting and unoriginal.
- **Use of Colored Gels --** The red, green, yellow, and blue gels do not complement each other and are extremely bold, taking away from the object itself.
- **Intensity of Light/Exposures --** The intensities of all of the lights are set at 100% (full), which does not add to the depth of the object.
- **Visual Appeal/Depth of Sphere --** The colored gels give the object visual appeal, but they are too bold and take away from the look of the actual object. The boldness of the lights does not give the object depth and makes it look two-dimensional. The lights are inappropriate for the situation.
- **Overall Comprehension --** Although this example displays the student's understanding of how to make modifications to the scene and lighting, the final product shows that he/she is unable to develop an appropriate lighting setup to fit the situation.

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Project 2: Product Lighting

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Sample 3: Good Product Lighting
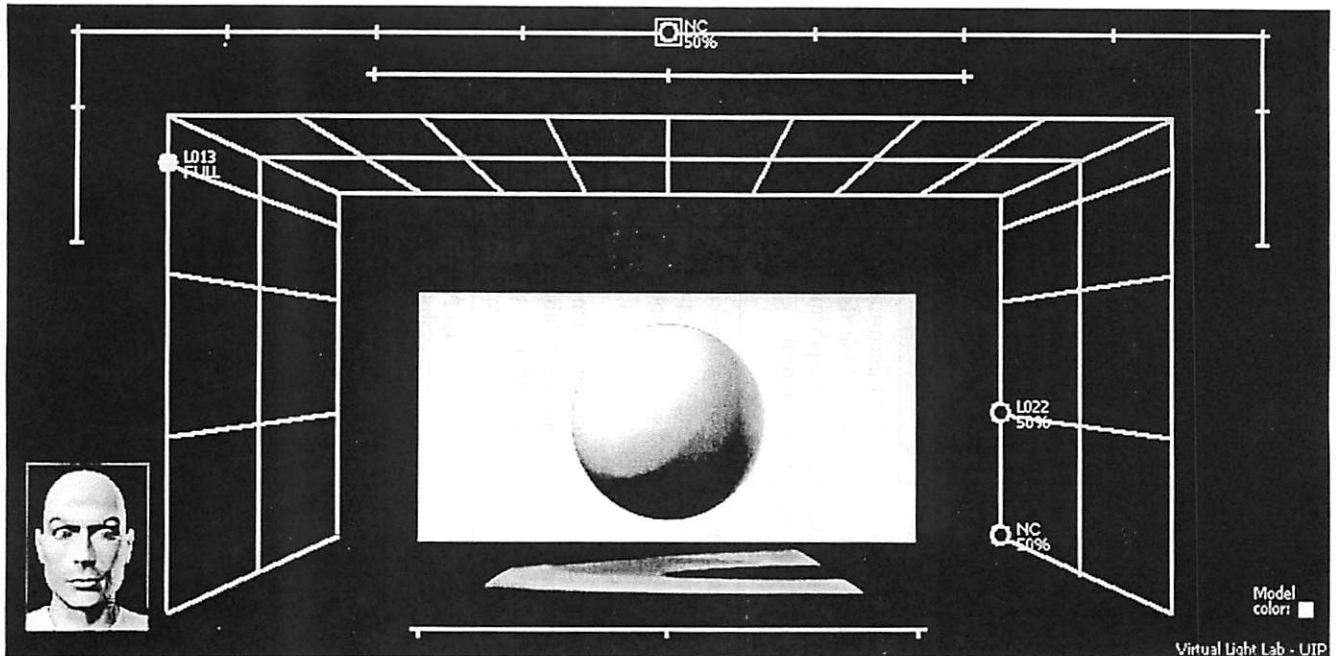
Sample 3: Good Product Lighting

The evaluation of this model is as follows:

- **Backdrop --** The background incorporates colors that do not take away from the object, but instead, play into the color of the gels. It is also a mix of interesting colors, not just black, white, and gray.
- **Use of Colored Gels --** Colored gels complement each other as well as the background.
- **Intensity of Light/Exposures --** The object is visually appealing due to the use of different light intensities, which create highlights and shadows.
- **Visual Appeal/Depth of Sphere --** The intensities of the lights together add to the visual appeal of the object as well as create depth. The mix of highlights and shadows create the look of a three-dimensional object.
- **Overall Comprehension --** It is apparent that the student not only understands how to effectively use the lighting software, but he/she is able to use the concepts from the textbook to create an appropriate and creative lighting setup to fit the situation.

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8. Project 2 Checklist

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Project 2: Product Lighting

Once you have completed the steps of the assignment, make sure that you have completed the following to receive full credit on the assignment:

- The backdrop is original, demonstrates creativity, and adds to the visual appeal of the product shot.
- The gel colors are visually appealing, appropriately positioned, and add to the visual appeal of the scene.
- Light intensities work well together and create depth and visual appeal.
- The overall use of lighting creates strong visual appeal and a sense of depth.
- The project as a whole demonstrates a strong understanding of product lighting as well as all aspects of the lighting software.

For a more detailed grading rubric, refer to the Project 2 Rubric (PDF).

Project 2: Product Lighting Grading Rubric

Objectives	Incomplete 0 points	Poor 5 points	Satisfactory 10 points	Good 15 points	Exemplary 20 points	Points
Backdrop (20 points max.)	Backdrop is still set at default.	Backdrop is plain and/or uninteresting.	Backdrop is simple but shows that some work went into it.	Backdrop adds to the visual appeal of the product shot.	Backdrop is very original and shows creativity.	
Use of colored gel (20 points max.)	No gels are used.	Gel color subtracts from visual appeal.	Too many gels used in the lighting scheme.	Gel color adds to the scene, but gel could have been positioned on a more fitting light.	Gel colors are visually appealing and positioned on suitable lights.	
Intensity of light/exposure (20 points max.)	All lights are unchanged.	Light intensities have been adjusted but do not add depth or visual appeal to model.	Light intensities have been adjusted but most of the sphere is either under or overexposed.	Light intensities have been adjusted but part of the sphere is either under or overexposed.	All light intensities work well together in creating depth and visual appeal.	
Overall visual appeal/depth of sphere (20 points max.)	Sphere is unchanged.	Sphere is completely overexposed or underexposed.	Modeling of sphere is uninteresting and/or does not add depth.	Modeling adds some depth and visual appeal.	Use of lighting creates strong visual appeal and sense of depth.	
Overall comprehension (20 points max.)	Apparent that neither the book nor the software guide were read.	Limited understanding of software and/or product lighting.	Many gaps in comprehension of product lighting and lighting software.	Few gaps in comprehension of product lighting and lighting software.	Strong understanding of product lighting as well as all aspects of lighting software.	
					Total Points:	
					**Final %:	

**This exercise is out of 100 points; therefore, your total points will be your final % grade.

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = Below 59

Online Course Component Screen Captures

Screen capture of the COMM 151 WebCT Page
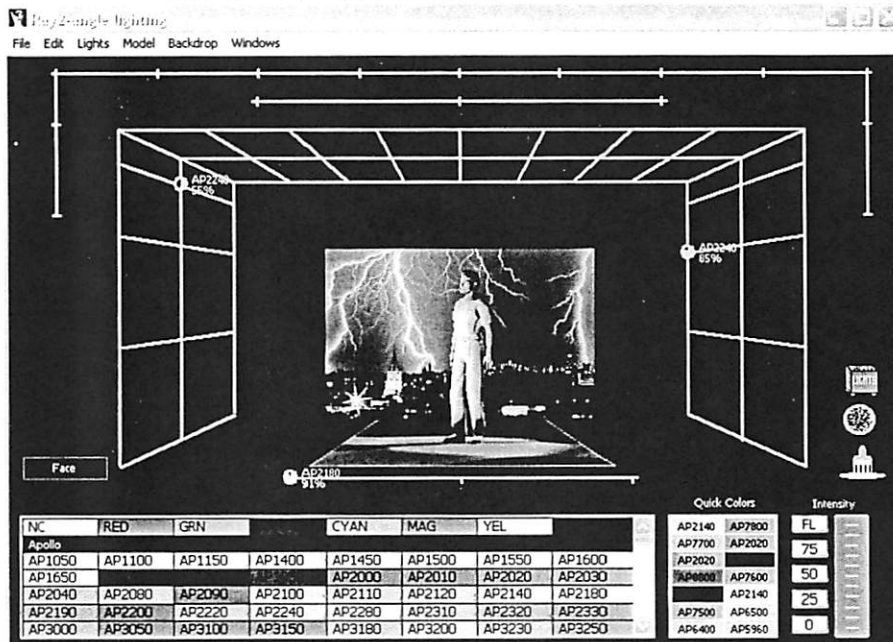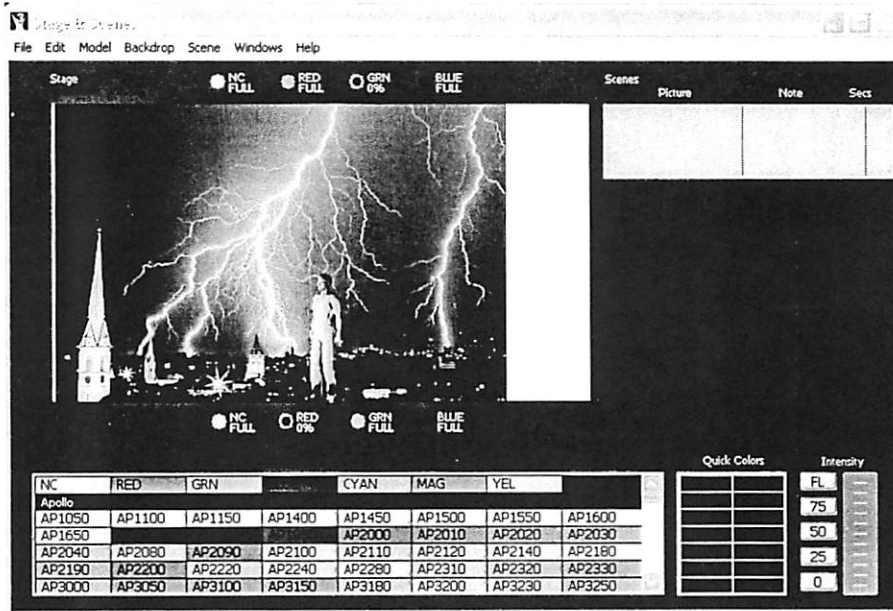
Screen captures from the Virtual Light Lab lighting simulation software.