

PHOT A241: BUSINESS PRACTICES FOR PHOTOGRAPHERS

Item	Value
Curriculum Committee Approval Date	11/04/2020
Top Code	101200 - Applied Photography
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Presentation of basic business practices in commercial photography including pricing, marketing, and calculating expenses. Helps students to identify and achieve professional photographic objectives. PREREQUISITE: PHOT A180. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Assess effective business practices for photographers and apply them in the real world.
2. Identify and analyze current legal practices as they apply to professional photography.
3. Utilize a successful marketing strategy in the development of a business.

Course Objectives

- 1. Develop and write a realistic, achievable business plan.
- 2. Keep books and accounts for their business.
- 3. Operate a business within current legal practices.
- 4. Develop effective marketing strategies.
- 5. Develop bids for jobs
- 6. Realistically price their work.
- 7. Write contracts for a range of different jobs.
- 8. Identify and exploit a range of current photographic markets.

Lecture Content

Introduction The Business Plan Accounting and Bookkeeping Legal Practices Advertising and Marketing Part I Marketing Part 2 Pricing Case Studies Contracts Current Markets for Photography Ethics

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

1. Lectures 2. Assignments 3. Slide lectures to illustrate ideas 4. Demonstration of approaches to problem solving 5. Class discussion 6. Instructor feedback on student work 7. Peer feedback on student work

Reading Assignments

Students will spend 2 hours a week reading from professional journals, and periodicals as well relevant material provided by instructor.

Writing Assignments

Students will complete a number of written assignments including, a business plan and marketing strategy in addition to papers covering topics discussed in class.

Out-of-class Assignments

Students will visit galleries and professional photography studio as case studies.

Demonstration of Critical Thinking

Students will demonstrate critical thinking skills in the production of photographic assignments. Students will visually communicate conceptual and aesthetic concerns in response to lecture material. These ideas must be supported verbally in critiques.

Required Writing, Problem Solving, Skills Demonstration

Students will demonstrate problem solving and skills with the production of a portfolio of photographic imagery for class projects. These projects require that skills are applied appropriately to solve various challenges that arise. Students will participate in group and individual critiques. Additionally, students may be asked to write a critical essay on a photographic exhibition or a short reports from assigned readings.

Eligible Disciplines

Photography: Master's degree in photography, fine arts, or art OR bachelor's degree in any of the above AND master's degree in art history or humanities OR the equivalent. Master's degree required.