



PHO 403: Business Practices in Photography **COURSE SYLLABUS: Spring 2020**

Class Room: WTFA 203, 201

2:00 – 4:50pm T

INSTRUCTOR INFORMATION

Instructor: Leigh Merrill, Associate Professor of Art

Office Location: Journalism Building, Room 300

Office Hours: 12:30 – 3:30pm Thursday (by appointment)

University Email Address: leigh.merrill@tamuc.edu

Preferred Form of Communication: email

Communication Response Time: 24 – 48 hours during weekdays

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required

ASMP Professional Business Practices in Photography by the American Society of Media Photographers, Allworth Press, 7th Edition. Kindle book or paperback.

Recommended but not required:

Legal Guide for the Visual Artist by Tad Crawford, Allworth Press, 5th edition, 2010

Starting Your Career as a Freelance Photographer by Tad Crawford, Allworth Press, 2003

Course Description

This course introduces the student to business practices, copyright law, studio operation, marketing, financial management and other practical matters related to the business of photography.

The syllabus/schedule are subject to change.

Student Learning Outcomes

At the conclusion of this course students should be able to demonstrate the following:

- A general understanding of the various practices of photography
- The creation of basic photography marketing materials
- A general understanding of commercial photographic business practices
- A general understanding of studio art photographic business practices

COURSE REQUIREMENTS

Minimal Technical Skills Needed

DSLR cameras exposure, Digital file management and basic principles of working with digital files for online and print format, Printing skills, Basic DSLR video capture, Adobe Premiere Pro, Adobe Lightroom, Microsoft Word, Microsoft Word and PowerPoint.

Instructional Methods

This course will consist of a series of assignments and exercises to assist you in achieving the objectives of this course. Each class will consist of a combination of some or all of the following activities:

- Lectures/demonstrations by instructor
- Guest speakers
- Discussion and presentations
- Quizzes/Exams
- Critiquing of course assignments

Assignments, Quizzes, Exams:

Exam:

The final exam will cover reading topics and lectures. The exam will include multiple choice questions, fill in the blank questions, and essays.

Marketing Materials:

Students will create marketing materials:

- A website that includes an image gallery, bio/statement, and contact info
- A resume
- Promotion materials: postcard, booklets, business cards
- An application to a professional opportunity such as an internship or an exhibition.

Professional Practices Journal

Students should write questions for guest speakers and takes notes during guest speaker presentations. These notes will be compiled into a professional practices journal for future reference. This journal should be saved as a digital file and turned in as a PDF.

The syllabus/schedule are subject to change.

Portfolio Work

Students will create photography and/or video in the specific professional direction they intend to work in. Students will present a proposal at the beginning of the semester and create at a minimum of seven well-crafted, conceptual - strong photographs or two well-crafted, conceptual-strong video.

Reading Discussions

Assigned readings will be discussed in groups. Quizzes will be given on reading materials. Students may also be given either group or individual in-class assignments related to readings

Attendance

Attendance is critical for your success in this course. We meet only once a week and therefore each class will cover a variety of material. Please contact the instructor in advance of any absence. Because of the importance of attendance, a total of 4 unexcused absences from any class meetings will result in the student being withdrawn from this course or receiving a failing grade ("F").

Student Responsibilities or Tips for Success in the Course

Attendance and Participation in class is critical to your success in this course. Please come to class prepared to participate. This course will include guest lectures and attendance is critical to these special visits. In-class group assignment and activities cannot be replicated outside of class. The projects for this course are meant to be tailored to your area of interest as a photographer and will require you to work independently. Scheduling ample work time outside of class every week will be necessary to succeed in your coursework.

Students will need to provide the following:

- Purchasing a domain name *
- Purchasing a website template if a specific template is desired for website layout.
- There will be options for students who cannot or do not want to purchase a domain name.

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

The syllabus/schedule are subject to change.

Assessments

Reading Discussions and In-class assignments 20%

Professional Practices Journal: 25%

Marketing Materials 25%

Portfolio Work: 25%

Exam: 5%

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

The syllabus/schedule are subject to change.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Interaction with Instructor Statement:

Please contact me through email.

Email: leigh.merrill@tamuc.edu

Office Hours: 12:30 – 3:30pm Thursday (by appointment)

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Procedures & Policies for Submission of assignments

Due Date: All assignments and exercises are due on the date and time given by the instructor. Any work that is late will be reduced by one full-letter grade. Assignments will not be accepted if they are more than one week late.

Attendance

Attendance will be taken at the beginning of every class and is important for your success in this course. Please contact the instructor in advance of any absence. Work missed for an excused absence can be turned in at the first class following the absence.

Please Note: A total of 4 absences from any class meetings will result in a failing grade ("F") for the course and you will be dropped from the class.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

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Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

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Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

COURSE OUTLINE / CALENDAR

Week 1 – January 14

Review of Syllabus

Introduction to Class Projects/Assignments: Marketing Materials, Readings, Professional Practices Journal, Portfolio

Discussion: photography practices

Week 2 – January 21

Reading Discussion #1

- *ASMP Professional Business Practices in Photography* Section 3: Assignment Photography 97-136
- *ASMP Professional Business Practices in Photography* Chapter 44: Websites 305-311

Marketing Materials: components and considerations for websites.

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Assignment: Research and review content management sites for your website. Decide upon a domain name (if purchasing), select a website builder/template. Due January 28.

Week 3 – January 28

Reading Discussion #2:

ASMP Professional Business Practices in Photography Section 1:
Understanding Licensing 3-32

Marketing Materials Assignment Due: Plan for domain name, website builder/template uploaded to D2L.

Promotion Materials Discussion (mock-ups due February 18)

Week 4 – February 4

Guest Speaker

Due: Questions for speaker

Assignment: Take notes on guest speaker presentations

Week 5 – February 11

Guest Speaker

Due: Questions for speaker

Assignment: Take notes on guest speaker presentations

Week 6 – February 18

Reading Discussion #3:

ASMP Professional Business Practices in Photography Section 2:
Copyright – Protecting Your Assets 33-96

Lecture: Contemporary Photographers and appropriation

Promotion Materials Mock-ups for review #1: postcard, booklet, business card

Week 7 – February 25

Portfolio Critique 1

Week 8 - March 3

Guest Speaker

Due: Questions for speaker

Assignment: Take notes on guest speaker presentations

Spring Break March 9 – March 13

Week 9 – March 17

Guest Speaker

Due: Questions for speaker

Assignment: Take notes on guest speaker presentations

Week 10 – March 24

Marketing Materials: website components review: images, bio/statement, resume

The syllabus/schedule are subject to change.

Promotion Materials Mock-ups for review #2: postcard, booklet, business card

Week 11 – March 31

Reading Discussion #4:

- *ASMP Professional Business Practices in Photography* Section 4: Stock Photography 145-164
- *ASMP Professional Business Practices in Photography* Section 6: Releases 203 – 232

Portfolio Critique 2

Week 12 – April 7

Guest Speaker

Due: Questions for speaker

Assignment: Take notes on guest speaker presentations

Week 13 – April 14

Guest Speaker

Due: Questions for speaker

Assignment: Take notes on guest speaker presentations

Week 14 – April 21

Reading Discussion #5

- *ASMP Professional Business Practices in Photography* Section 4: Paperwork
- *ASMP Professional Business Practices in Photography* Section 7: Professional Services
- *Starting Your Career as a Freelance Photographer: Chapter 6 Business Plan*

Marketing Materials Workshop #2: website draft for review

Week 15 – April 28

Due:

Marketing Materials (group critique of websites and promos)

Portfolio

Professional Practices Journal PDF

Week 16: Exam