



PHO 497: Professional Practices in Photography
COURSE SYLLABUS: Spring 2020
Cross-listed with PHO 403

INSTRUCTOR INFORMATION

Instructor: Leigh Merrill, Associate Professor of Art
Office Location: Journalism Building, Room 300
Office Hours: 12:30 – 3:30pm Thursday (via skype 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.

Course Description

This course will focus on preparation and completion of a portfolio and marketing materials to enter into a professional practice. Students will focus on their specific area of interest.

Student Learning Outcomes

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

- A portfolio demonstrating proficiencies and craftsmanship in specific area of interest
- The creation of professional marketing materials
- An understanding of commercial photographic business practices

The syllabus/schedule are subject to change.

- An 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, Adobe Photoshop, Adobe InDesign.

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
- Critiquing of course assignments

Projects:

Marketing Materials:

Students will create marketing materials:

- A website that includes an image gallery, bio/statement, and contact info
- Promotion materials: postcard, booklets, business cards
- Research into 3 creative professionals whose career paths align with your interests
- Research into at least 6 venues, publications, agencies, etc to whom you could send your promotional materials
- An application to at least 1 professional opportunity such as an internship, award, or publication.

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.

Portfolio Work

Students will create photography and/or videos.

Reading Discussions

Short quizzes and discussions will be given on reading materials to help students understand the material.

The syllabus/schedule are subject to change.

Student Responsibilities or Tips for Success in the Course

Participation in class is critical to your success in this course. This course also has weekly assignments and projects. Regularly logging into D2L where students will find and turn in assignments, readings, and quizzes and exams.

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

Assessments

Professional Practices Journal: 20%

Marketing Materials 40%

Portfolio Work: 30%

Readings: 10%

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

The syllabus/schedule are subject to change.

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.

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.

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.

The syllabus/schedule are subject to change.

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>

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

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

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.

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COURSE OUTLINE / CALENDAR

Week 1 – January 14

Review of Syllabus

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

Week 2 – January 21

Websites: components and considerations for websites.

Assignment: Research and review content management sites for your website. Decide upon a domain name (if purchasing), select a website builder/template. Due February 18.

Reading Discussion #1

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

Week 3 – January 28

Promotion Materials Discussion: types of promos, on-demand printers

Assignment: Research and review on-demand printers. Create a digital mock-up based on one on-demand printer. This digital mock should include a business card and a postcard or booklet/zine.

Due February 18

Reading Discussion #2:

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

Week 4 – February 4 Cancelled

Week 5 – February 11

Guest Speaker: Jeanine Michna-Bales

Due: Questions for speaker

Assignment: Take notes on guest speaker presentations

Week 6 – February 18

Guest Speaker: Vicki Stewart

Assignment: Take notes on guest speaker presentations

Marketing Materials Due for group review:

Promotion Materials Assignment due: Digital mock-ups of business card and postcard/booklet. Website Assignment Due: Plan for domain name, website builder/template uploaded to D2L.

Week 7 – February 25

Guest Speaker: Wade Griffith

Due: Questions for speaker **Assignment:** Take notes on guest speaker presentations

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Week 8 - March 3

Portfolio Critique 1: 3 photographs due or 1 video

Spring Break March 9 – March 13

Week 9

Reading Worksheet:

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

Week 10

Reading Worksheet:

ASMP Professional Business Practices in Photography Section 4: Stock Photography 145-164

ASMP Professional Business Practices in Photography Section 6: Releases 203 – 232

Week 11

Marketing Materials Due for group review:

Promotion Materials Revised: New digital mock-ups for review

Possible Guest Speaker via skype

Week 12

Marketing Materials Due for group review:

Website: website components review: images, bio/statement

Please have either a link to your website or screen shots of your website in progress for review.

Week 13

Critique of portfolio work. Details of critique forum TBA

Week 14

Reading Worksheet:

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

Week 15

Marketing Materials Due: Website, Digital Promos

Portfolio Due

Week 16

Professional Practices Journal

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