

PHOT 270
Business of Photography
8 Weeks -Three (3) Credits

Course Description:

In this course, students will learn basic business principles, and specific business practices involved with each of the genres of photography being taught. Each student will develop a five year plan of action for his/her desired field in which they can begin the day after they graduate from the program.

Pre-/Co Requisites:

PHOT 180 and PHOT 190

Course times:

M, W 8:00 am – 10:30 am

Studio times:

By appointment, see schedule on door

Room number:

2225 Thatcher Hall

Instructor:

Clint Saunders

Office number:

TH 2225

Office Hours:

Available during all studio hours

Phone:

307-702-1368

Email:

clint.saunders@dakotacollege.edu

Text:

None

Objectives:

1. To choose a professional direction in photography.
2. To identify a five year goal after leaving the program.
3. To develop a business plan based on the five year goal.

4. To learn basic business principles in the students chosen direction.
5. To understand business laws as they apply to the students chosen direction and tax obligations.

Relationship to Campus Theme:

This course addresses the campus theme by studying the history of business in photography and how it relates to present day business photography as well as anticipating future trends in the business of photography.

Classroom Policies:

1. Cell phones and related devices are prohibited in the classroom at all times. You have the option of keeping them turned off or leaving them at home.
2. The internet in the classroom will be used for educational purposes only. Do not use the internet for Facebook, instant messaging, or any other similar websites during class time.
3. Food and beverages are permitted in accordance with IVN classroom policy.
4. Be respectful of other students, technicians, instructors, and guests.

Academic Integrity:

All students are expected to adhere to the highest standards of academic integrity. Dishonesty in the classroom or studio and with assignments, quizzes, exams, and papers is a serious offense and is subject to disciplinary action by the instructor and college administration. For more information refer to the Student Handbook. Please note that I have a ZERO tolerance policy for cheating, plagiarism, and copyright violations.

Disabilities and Special Needs:

If you have a disability for which you are, or may be, requesting an accommodation, you are encouraged to contact your instructor and Jan Nahinurk in the Learning Center (228-5479) as early as possible during the beginning of the semester.

Grading Philosophy:

Please understand that I do not care about your grades, I care about your education. My job is to teach you, your job is to learn what I teach you, and hopefully more. If we both do our jobs, grades shouldn't be necessary.

An instructor once said to me, "if you do everything that is expected of you in this class, then you will earn a "C". Because only doing what is expected is average, and a "C" represents an average grade. If you want a "B," do more than is expected, if you want an "A," do a lot more than is expected."

I embraced this philosophy as a student and discovered something amazing. When I did more than what was expected, I learned more, and when I did a lot more than was expected, I learned a lot more. Amazing huh?

Because of my philosophies on grading, I allow you to re-do any assignment at any time during the semester for a better grade. I will also use rubrics when grading so you know exactly what you are being graded on and where to improve. However, the best way to succeed in my class is to not focus on - "what's my grade" - and instead focus on - "how much can I learn." If you embrace this, you won't be re-doing assignments for grades, you'll be re-doing them in order to learn, and the grade will become secondary as well as take care of itself.

Grading Scale:

A (90 – 100%) B (80 – 89%) C (70 – 79%) D (60 – 69%) F (below 60%)

Attendance:

If you aren't in class, you aren't learning the material. Don't miss class! And, don't be tardy! Being late or being on time is nothing more than a habit. If you are in the habit of being late, this will be a good time to work on changing that habit to one of being on time. In the career field, being late is a just cause for firing employees, so if you are in the habit of being late, then you can use this class as an opportunity to work on changing that habit. However, I'd rather you were late, than miss class, so if you are running late, please come in quietly and take your seat.

Critiques:

Critiques are a crucial part of learning. During critiques, the instructor and students will offer feedback on your work. The following rules apply to critiques.

1. Be respectful!
2. Give positive and negative feedback. Positive feedback is important to learn what is working and to build confidence. Negative feedback is important because we cannot improve without it. All negative feedback should be as constructive as possible.
3. When receiving a critique, keep an open mind and don't get defensive. Remember, no one is attacking you or your work. The goal is to learn. You cannot learn with a closed mind or defensive attitude.

Disclaimer Statement:

The instructor of this course reserves the right to make changes to this syllabus without prior notice.

Tentative Course Outline:

Week 1 – Introduction – Choosing a direction

- What genre will you choose and why
- Working for someone else
- Self employment
- Average incomes

Week 1 – The basics

- The Client
- Selling images
- Licensing rights
- Long term profitability
- Contracts
- Model and property releases
- Copyrights
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Week 2– Finding you niche

- Specializing
- Further education and training
- Professional organizations

Week 2 – Setting up a business

- Naming your business
- Taxes and laws
- Becoming a business
- Accounting
- Insurance
- Employees

Week 3– Pricing and selling

- The cost of doing business
- Pricing theories
- Bids and estimates
- Getting paid
- Your rules
- Writing a contract

Week 3– Financial strategies

- Undercapitalization
- Clogged cash flow
- More debt than assets
- Predictions

Week 4– Location

- Where do you want to work
- What is the market in that area
- Cost of living
- Cost of rent
- Competition
- Pricing

Week 4 – Buying equipment

- Buying vs. renting
- Starting small
- Getting loans

Week 5 – Marketing

- Six steps
- Mass vs. targeted
- Where to market
- Designing your marketing pieces
- Building a brand

Week 5 – Being a professional

- What professionals do
- Expectations

Week 6 - 8 Research and write

- Research your chosen area
- Write a business plan
- Group activities