

Course Syllabus

Department	: Photography
Course Title	: Photographic Studio Management
Section Name	: PHTC-2340
Start Date	: 01/22/13
End Date	: 05/07/13
Modality	: Face-to-Face
Credits	: 3.0

Instructor Information

Name : Beckwith Thompson
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OC Phone : 432-335-
: 6497

Course Description

In-depth study of photography business management, pricing, market analysis, promotion, networking, job acquisition, photographic equipment analysis, and photo lab selection. Requires field trips and work time outside of class to do research and implementation. (ICOs 4,5)

Prerequisites/Corequisites: NONE

LEARNING OUTCOMES: After completing this course, the student should be able to demonstrate competency in:

1. Summarize the process of establishing and operating a photographic business
2. Create a job qualification brief and networking protocol
3. Determine studio pricing and advertising

SUPPLIES: You will need an external HD to backup and save your work created during the semester.

TEXTBOOK: None

COURSE REQUIREMENTS: At the end of the semester, you will make a CD of your work that you will keep. You will give me a digital copy of the major projects that you print and hand in for our final critiques. I will keep these to show as examples of student work to future classes. Also, I may ask for a printed image (hard copy) of exceptional work to be displayed in our hall gallery. ***Pop Quizzes will be randomly given in class.

METHOD OF EVALUATION: The final grade for the class is based on a combination of shooting assignments, exam grades, participation in the critiques, and the final portfolio. There will be written quizzes and a mid-term exam covering the technical and business aspects of photography. Your shooting assignments will have two grades. The top one is for the technical aspect (how well the picture is printed) and the bottom grade is for the aesthetic aspect (how well the picture relates to the assignment). Please note that all shooting assignments must be completed. And any late work will automatically be lowered ONE letter grade. **That means IF your work is truly "A" quality work, the highest grade you can make if it is late is a "B", which is still preferable to a zero. If your work is average ("C"), then the highest you can make is a "D". If you hand in your work on time, you can redo assignments. We will routinely have class critiques as a way of reviewing and improving work. You will be graded on the work that you are presenting, your presentation, and your active participation in the critiques of other students' works.**

Grading Policy: Each week, I will return classroom activities and homework within one week of the due date and provide grades for major assignments within 2 weeks of the due date or at least 3 days before the next major assignment is due, whichever comes first. Late assignments receive a 10% deduction for each day they are late. Assignments more than 10

days late will not be accepted. Technological issues will not be considered as valid grounds for late assignment submission.

ATTENDANCE POLICY: YOUR attendance is the single greatest predictor of your success. Student attendance at every class is expected. Four or more absences will result in the lowering of your course grade by one letter. Please see the instructor regarding anticipated absences or conflicts due to college sponsored activities. Again, please note that late assignments will be graded down one letter grade. Effective Fall Term 2010, student absences will be recorded from the day the class meets. Regular and punctual attendance in all classes and laboratories, day and evening, is required. Students who are absent for any reason should always consult with their instructors. Also, both tardiness and early departure from class may be considered forms of absenteeism. In all cases, students will be held responsible for completion of course requirements covered in their absence. Additionally, it is the student's responsibility to drop a course for nonattendance. Course instructors establish policy with regard to attendance in their respective syllabi and may drop a student for excessive absences. Absences are counted regardless of whether they occur consecutively. Failure to officially withdraw may result in a failing grade for the course. It is the student's responsibility to withdraw officially from a class by submitting a completed Withdrawal Form to the Registrar's Office.

EXPECTATIONS FOR ENGAGEMENT – FACE TO FACE LEARNING

To help make the learning experience fulfilling and rewarding, the following Expectations for Engagement provide the parameters for reasonable engagement between students and instructors for the learning environment. Students and instructors are welcome to exceed these requirements.

Reasonable Expectations of Engagement for Instructors

1. As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will
 - provide my contact information at the beginning of the syllabus;
 - respond to all messages in a timely manner through telephone, email, or next classroom contact; and,
 - notify students of any extended times that I will be unavailable and provide them with alternative contact information (for me or for my supervisor) in case of emergencies during the time I am unavailable.
2. As an instructor, I understand that my students will work to the best of their abilities to fulfill the course requirements. In order to help them in this area, I will
 - provide clear information about grading policies and assignment requirements in the course syllabus, and
 - communicate any changes to assignments and/or to the course calendar to students as quickly as possible.
3. As an instructor, I understand that I need to provide regular, timely feedback to students about their performance in the course. To keep students informed about their progress, I will
 - return classroom activities and homework within one week of the due date and
 - provide grades for major assignments within 2 weeks of the due date or at least 3 days before the next major assignment is due, whichever comes first.

Reasonable Expectations of Engagement for Students

1. As a student, I understand that I am responsible for keeping up with the course. To help with this, I will
 - attend the course regularly and line up alternative transportation in case my primary means of transportation is unavailable;
 - recognize that the college provides free wi-fi, computer labs, and library resources during regular campus hours to help me with completing my assignments; and,
 - understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my personal computer equipment or internet service is unreliable.
2. As a student, I understand that it is my responsibility to communicate quickly with the instructor any issue or emergency that will impact my involvement with or performance in the class. This includes, but is not limited to,
 - missing class when a major test is planned or a major assignment is due;
 - having trouble submitting assignments;
 - dealing with a traumatic personal event; and,

- having my work or childcare schedule changed so that my classroom attendance is affected.
- 3. As a student, I understand that it is my responsibility to understand course material and requirements and to keep up with the course calendar. While my instructor is available for help and clarification, I will
- seek out help from my instructor and/or from tutors;
- ask questions if I do not understand; and,
- attend class regularly to keep up with assignments and announcements.

ACADEMIC ETHICS: You are expected to create, edit, process and print your own assignments and take tests without notes or other outside assistance. All work is expected to be your own.

STUDENT ASSISTANCE: The following resources are available to assist you in successful completion of this course:

A. Student assistants are available in the photo lab during all hours of operation and will assist you with the distribution of equipment and supplies and answer questions. B. The LRC has one of the largest collections of photographic resource materials in West Texas including periodicals, video and slide/audio tapes and photographic books. Use of cell phones in the classroom, studios and labs is prohibited. Please silence phones and put them away prior to entering the photo work areas. If you must take an emergency call, please go to the hallways outside our work areas.

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Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability Services at 335-6861 to request assistance and accommodations.

Learning Resource Center (Library)

The Library, known as the Learning Resources Center, provides research assistance via the LRC's catalog (print books, videos, e-books) and databases (journal and magazine articles). Research guides covering specific subject areas, tutorials, and the "Ask a Librarian " service provide additional help.

Student E-mail

Please access your Odessa College Student E-mail, by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. All assignments or correspondence will be submitted using your Odessa College email.

Student Portal

Please access your Odessa College Student E-mail, by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. All assignments or correspondence will be submitted using your Odessa College email.

Technical Support For Blackboard username and password help and for help accessing your online course availability and student email account contact the Student Success Center at 432-335-6878 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm.

Important School Policies For information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or student's and instructors' right to academic freedom can be found in the Odessa College Student Handbook..