PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

PROFESSIONAL PHOTOGRAPHY CAPSTONE
PHO 2990

Class Hours: 6.0 Credit Hours: 6.0
Laboratory Hours: .0 Revised: Fall 2014

Catalog Course Description:

Students will prepare for a career in professional photography under the guidance of the instructor(s). Business issues are explored, including but not limited to: copyright, First Amendment law, business planning, professional ethics and law, marketing, pricing and professional standards. The student will work on a substantial photography project that reflects his or her intended career goals and will produce a portfolio to present for evaluation by the photography faculty and industry professionals.

Entry Level Standards:

Students should be preparing to graduate the semester they are enrolled in the course (75% requirements completed)

Prerequisites:

Consent of program coordinator

Textbook(s) and Other Course Materials:

none

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>3</td>
<td>Capstone Project Plans due. First Amendment Law &amp; Photojournalism. Ethics.</td>
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<tr>
<td>4</td>
<td>Initial portfolio critique. Working with industry professionals. Assisting.</td>
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<tr>
<td>5</td>
<td>Introduction to marketing the business. Market research &amp; PEST analysis. Products &amp; Services, usage rights</td>
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<tr>
<td>6</td>
<td>Understanding Personal Finances and Fixed operating costs. Registering business &amp; model/property releases. First Project critique.</td>
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<tr>
<td>7</td>
<td>Identifying clients and market. Competitive (SWOT) analysis charts. Personal Financial</td>
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II. Course Goals*

The course will

A. Discuss intellectual property laws and understanding of how to adhere to them. V.

B. Discuss the careers in photography, the clients of those professionals and the other important related media professionals. I. III. V.

C. Outline the elements of business plans the financial concerns of photography businesses. V.

D. Discuss photography business marketing and outline the materials and processes involved. V. VI.

E. Expand students’ knowledge of their possibilities in the profession and their readiness to enter the workforce. III. IV. V.

F. Discuss legal, ethical, and professional issues related to the field. V.

G. Guide students in generating new work to further their progress toward their individual career goals. I. II. III. IV.

H. Guide students in generating a professional portfolio with an intention of obtaining new clients. VI.

*Roman numerals after course objectives reference goals of the photography program.

III. Expected Student Learning Outcomes*

Students will be able to:

1. Identify and distinguish key role players in media. B.

2. Be familiar with appropriate business forms and regulation. A. F.

3. Complete a sample business plan. C. D.

4. Understand the cost of delivering goods and services and generate an appropriate pricing
structure. A. C. F.

5. Produce a body of work that demonstrates significant progress towards their stated career goals. G.

6. Create various marketing materials for a professional photography business. D. E.

7. Give an oral and visual presentation of a professional portfolio. G. H.

8. Demonstrate the ability to conduct themselves professionally and ethically. F.

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures:

n/a

B. Laboratory Expectations:

n/a

C. Field Work: 80% of grade

- Capstone Project (30%):
- Business Issues (20%):
- Portfolio: (30%):

D. Other Evaluation Methods: 20% of grade

Critique, Participation and Professionalism (20%)

E. Grading Scale:

4.00-3.75=A
3.25-3.74=B+
2.75-3.24=B
2.25-2.74=C+
1.50-2.24=C
0.50-1.49=D
0.00-0.49=F

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.
B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:
- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to disabilityservices@pstcc.edu, or by visiting Alexander 130. More information is available at http://www.pstcc.edu/sswd/.