Course Description

Teaches the techniques of small photographic business operations. Includes portfolio preparation and presentation and basic marketing techniques. Covers theory of marketing, costing procedures and problems, legal accounting problems, copyright, and fundamentals of small photographic business operation. Lecture 3 hours per week.

General Course Purpose

Introduces fundamentals of professional practice for freelance and staff work in a range of careers in the field of photography and media, including commercial, editorial, scientific, and fine art.

Course Prerequisites/Corequisites

Prerequisite: As a second year course, students should be familiar with basic theory and practice of the medium and have work of their own to present in a portfolio

Course Objectives

Upon completing this course, the student will be able to:

- Follow basic professional standards of practice in a variety of production facilities.
- Distinguish between editorial, commercial, scientific and contemporary art photography practice
- Choose appropriate strategies to build and promote a career in photography or video
- Edit a portfolio of images for desired impact
- Apply basic concepts of copyright, contract, and tax law in freelance photography practice

Major Topics to be Included

- Professional practice in studios, newsrooms, labs, and other production facilities
- Standards of professional practice in journalism, commercial photography, science labs, and art galleries
- Resumés, business communications, networking, education, and professional development
- Editing decisions for digital portfolios based on career goals
- Basic copyright, contract, and tax law for photo media professionals

Extra Topics

May be included per discretion of instructor