

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY

PHT 228 – PROFESSIONAL PRACTICES FOR PHOTOGRAPHERS(3CR)

Course Description

Prepares students of photography and video to start and operate a professional practice. This is an advanced course for students who wish to be self-employed as photographers and/or videographers. Lecture 3 hours per week.

General Course Purpose

Introduces fundamentals of professional practice for self-employed photographers. Includes planning, pricing, contract negotiation, digital asset management, marketing, and legal concerns specific to professional photography and video services.

Course Prerequisites/Corequisites

None

Course Objectives

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

- Create a viable plan for self-employment as a photography professional
- Price photography + video services and negotiate contracts with clients in creative fields
- Manage assets for photography and video services
- Employ sound legal concepts when licensing image rights and obtaining releases
- Make effective marketing decisions for photography + video services
- Choose appropriate professional advisors

Major Topics to be Included

- Planning a sole proprietorship or limited liability company for photography and video practices
- Pricing and negotiating rates and fees for photography and video jobs
- Photography and video equipment selection, digital asset management, and insurance
- Copyright law as applied to visual image licensing and contracts, model releases
- Portfolios, websites, and social media for photography and video services
- Legal, banking, and accounting resources for self-employed photographers and videographers

Extra Topics

May be included per the discretion of the instructor.