

# PHTC M37: PROFESSIONAL PRACTICES FOR PHOTOGRAPHERS

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**Originator**

scallis

**College**

Moorpark College

**Discipline (CB01A)**

PHTC - Commercial Photography

**Course Number (CB01B)**

M37

**Course Title (CB02)**

Professional Practices for Photographers

**Banner/Short Title**

Professional Practices Photo

**Credit Type**

Credit

**Start Term**

Fall 2021

**Catalog Course Description**

Focuses on the principles and practices within commercial photography. Covers issues such as career choices, insurance, promotion, portfolio development, releases, estimates, invoicing, image licensing, and copyright issues for photographers.

**Taxonomy of Programs (TOP) Code (CB03)**

1012.00 - \*Applied Photography

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

B (Transferable to CSU only)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

C - Clearly Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

Will not be required

**Grading method**

(L) Letter Graded

**Alternate grading methods**

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

52.5

**Maximum Contact/In-Class Lecture Hours**

52.5

**Activity**

**Laboratory**

**Total in-Class**

**Total in-Class**

**Total Minimum Contact/In-Class Hours**

52.5

**Total Maximum Contact/In-Class Hours**

52.5

## Outside-of-Class

### Internship/Cooperative Work Experience

Paid

Unpaid

### Total Outside-of-Class

#### Total Outside-of-Class

#### Minimum Outside-of-Class Hours

105

#### Maximum Outside-of-Class Hours

105

### Total Student Learning

#### Total Student Learning

#### Total Minimum Student Learning Hours

152.5

#### Total Maximum Student Learning Hours

152.5

### Minimum Units (CB07)

3

### Maximum Units (CB06)

3

## Student Learning Outcomes (CSLOs)

**Upon satisfactory completion of the course, students will be able to:**

- |   |   |
|---|---|
| 1 | identify key elements and industry standards for photography related contractual arrangements.  |
| 2 | research and assess recent rulings in intellectual property and/or copyright law.               |
| 3 | prepare marketing and promotional materials related to a student proposed photography endeavor. |

### Course Objectives

**Upon satisfactory completion of the course, students will be able to:**

- |   |  |
|---|--|
| 1 | develop and write a realistic, achievable plan for success within the field of photography.  |
| 2 | create a professional portfolio.   |
| 3 | produce promotional materials related to their photography.                                  |
| 4 | classify the different types of contractual arrangements common to professional photography. |

## Course Content

### Lecture/Course Content

- 20% - Permits and insurance
- 20% - Model and property releases
- 20% - Image licensing and copyright
- 20% - Estimating, bidding, and invoicing
- 20% - Marketing and Creating self-promotional materials

### Laboratory or Activity Content

n/a

## Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion  
Essay exams  
Objective exams  
Projects  
Participation  
Quizzes  
Reports/Papers/Journals  
Research papers

## Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations  
Class discussions  
Case studies  
Distance Education  
Field trips  
Group discussions  
Internet research  
Lecture  
Web-based presentations

Describe specific examples of the methods the instructor will use:

Instructional methods may include readings, videos, discussions, critiques, storytelling, research assignments, term definitions, lingo, and links to professional organizations and services.

## Representative Course Assignments

### Writing Assignments

- Write a marketing strategy.
- Write a plan for success in the photography field.

### Critical Thinking Assignments

- Create a couple of resumes that could be used in various venues for self-promotion.
- Compare the different work arrangements for photographers and contrast how each one is appropriate to different situations.

### Reading Assignments

- Read "A Brief History of Copyright" and follow up with research of current, important, and/or historical infringement cases from any intellectual property cases and report on the legal decisions and outcomes to the class.
- Read "How to work with Galleries and Collectors". Research two galleries or museums and share with the class the curatorial emphasis of the gallery, a current or recent exhibition, and how the two institutions compare and contrast with one another.

## Outside Assignments

### Representative Outside Assignments

- Develop a plan for a photography portfolio that could be used in self-promotion.
- Create promotional materials including a website, postcard, and a business card.

**Articulation****Equivalent Courses at other CCCs**

| <b>College</b>       | <b>Course ID</b> | <b>Course Title</b>                  | <b>Units</b> |
|----------------------|------------------|--------------------------------------|--------------|
| Santa Monica College | PHOTO 60         | Business Practices in Photography    | 3            |
| Orange Coast College | PHOT A241        | Business Practices for Photographers | 3            |

**District General Education****A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

**CSU Baccalaureate List effective term:**

F2019

## CSU GE-Breadth

**Area A: English Language Communication and Critical Thinking**

**Area B: Scientific Inquiry and Quantitative Reasoning**

**Area C: Arts and Humanities**

**Area D: Social Sciences**

**Area E: Lifelong Learning and Self-Development**

**Area F: Ethnic Studies**

**CSU Graduation Requirement in U.S. History, Constitution and American Ideals:**

**IGETC**

**Area 1: English Communication**

**Area 2A: Mathematical Concepts & Quantitative Reasoning**

**Area 3: Arts and Humanities**

**Area 4: Social and Behavioral Sciences**

**Area 5: Physical and Biological Sciences**

**Area 6: Languages Other than English (LOTE)**

### Textbooks and Lab Manuals

#### Resource Type

Textbook

#### Description

Crawford, Tad. *Business and Legal Forms for Photographers*. 4th ed., Allworth, 2009.

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#### Resource Type

Textbook

#### Description

American Society of Media Photographers. *ASMP Professional Business Practices in Photography*. 7th ed., Allworth, 2008.

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## Library Resources

### Assignments requiring library resources

Research using the Library's print and online resources.

### Sufficient Library Resources exist

Yes

### Example of Assignments Requiring Library Resources

Using the Library's print and online resources, consult sample resume sources for suggestions on how to best organize artistic experiences for commercial self-promotion.

## Distance Education Addendum

### Definitions

#### Distance Education Modalities

Hybrid (51%–99% online)  
 Hybrid (1%–50% online)  
 100% online

### Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

### Regular Effective/Substantive Contact

#### Hybrid (1%–50% online) Modality:

| Method of Instruction                                 | Document typical activities or assignments for each method of instruction  |
|---|--|
| E-mail  | Instructor will email student with announcements about the course or an upcoming event. Student will in turn email their question(s).  |
| Synchronous Dialog (e.g., online chat)                | Instructor may be available on a certain day or days of the week within a certain period to help students and answer their question(s) via online chat.  |
| Other DE (e.g., recorded lectures)                    | The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites. |
| Asynchronous Dialog (e.g., discussion board)          | Instructor will post a question, and student will respond to the question.   |
| Face to Face (by student request; cannot be required) | Students will have the option to meet the instructor.  |

#### Hybrid (51%–99% online) Modality:

| Method of Instruction                                 | Document typical activities or assignments for each method of instruction  |
|---|--|
| E-mail  | Instructor will email student with announcements about the course or an upcoming event. Student will in turn email their question(s).  |
| Synchronous Dialog (e.g., online chat)                | Instructor may be available on a certain day or days of the week within a certain period to help students and answer their question(s) via online chat.  |
| Other DE (e.g., recorded lectures)                    | The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites. |
| Asynchronous Dialog (e.g., discussion board)          | Instructor will post a question, and student will respond to the question.   |
| Face to Face (by student request; cannot be required) | Students will have the option to meet the instructor.  |

#### 100% online Modality:

| Method of Instruction | Document typical activities or assignments for each method of instruction   |
|-----------------------|---|
| E-mail                | Instructor will email student with announcements about the course or an upcoming event. Student will in turn email their question(s). |

Synchronous Dialog (e.g., online chat)

Instructor may be available on a certain day or days of the week within a certain period to help students and answer their question(s) via online chat.

Other DE (e.g., recorded lectures)

The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Asynchronous Dialog (e.g., discussion board)

Instructor will post a question, and student will respond to the question.

Face to Face (by student request; cannot be required)

Students will have the option to meet the instructor.

## Examinations

### Hybrid (1%–50% online) Modality

Online

### Hybrid (51%–99% online) Modality

Online

## Primary Minimum Qualification

PHOTOGRPH TECH/COMM PHOTO

## Review and Approval Dates

### Department Chair

03/04/2021

### Dean

03/04/2021

### Technical Review

03/18/2021

### Curriculum Committee

4/6/2021

### DTRW-I

05/13/2021

### Curriculum Committee

MM/DD/YYYY

### Board

06/15/2021

### CCCCO

MM/DD/YYYY

### Control Number

CCC000598768

### DOE/accreditation approval date

MM/DD/YYYY