

San José State University
Art and Art History / Photography
Photo 129 / 23521 / Professional Practices in Photography Section 1, Spring 2017

Instructor: Sandra Frank
Office Location: Duncan Hall 401B
Telephone: (408) 924-4689 (my preference is contact via email)
Email: sandrafrankphotography@gmail.com
Office Hours: T/TH 11am-noon and by appointment
Class Days/Time: T/TH 3pm - 5:50 pm
Classroom: Duncan Hall 407
Prerequisites: Photo 120,121 and 2 additional upper division photography courses

Course Description

Designed to prepare graduating photo majors for practicing their profession. Emphasis will be placed on building a comprehensive portfolio and business identity. Course is repeatable once for credit.

For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> or the Art & Art History department office in ART 116, [408-924-4320](tel:408-924-4320), art@sjsu.edu

Human salvation lies in the hands of the creatively maladjusted.

Course Goals and Student Learning Objectives

‘Professional Practices in Photography’ is designed to help prepare graduating photography majors for the realities of practicing their profession in the real world. Instructor and/or guest lectures will take place weekly. Classes may take place on campus or at a designated field trip location (such as a photographic gallery or studio).

Martin Luther King, Jr.

Working professionals (advertising agency art directors, gallery directors, fine-art and commercial photographers, photographers’ assistants, photographers’ sales representatives, studio stylists and make-up artists, business professionals, etc.), will address the class speaking about what it is that they do and what they expect from the photographers they work with. The talks are followed by a question and answer period in which you query the speakers to clarify your understanding of the field and address your personal concerns.

Reading assignments may coincide with lecture topics.

It is the goal of this course to give the graduating photography student the tools needed to find work as an assistant photographer, to start their own business and/or to at the very least have a future plan.

Upon successful completion of this course, students will achieve:

- ✓ How to become a legal business by filing for a fictitious business name, obtaining a local business license, and obtaining a resale number.
- ✓ How to keep records, including income and expense ledgers, set budgets, tax preparation.
- ✓ How to write a business plan.
- ✓ How to estimate commercial photography jobs and/or price out fine art.
- ✓ How to make sure you are legally protected regarding copyright issues, and contracts.
- ✓ How to obtain commercial clients, hire assistants, be an assistant
- ✓ How to market your work including client/gallery research, advertising, sales and developing a business profile.
- ✓ Create, edit, and present your portfolio.

Recommended Text(s)

*****ASMP Professional Business Practices in Photography 6th Edition ISBN: 1-58115-197-7***** @\$19 + shipping from Amazon
Best Business Practices for Photographers by John Harrington ISBN-13: 978-159863-315-3
The Visual Artist’s Business and Legal Guide (Prentice Hall) ISBN: 0-13-304593-5
Legal Guide for the Visual Artist by Tad Crawford Allworth Press ISBN: 1-58115-003-2
Business and Legal Forms for Photographers by Tad Crawford ISBN: 978-1-58115-669-0
Art Marketing 101 by Constance Smith ISBN: 0-940899-32-9

Course Requirements

- ✓ Attending class (on time) is expected. Participation is essential to the success of this course. Guest speakers are working professionals that volunteer their time to speak with us.
- ✓ Three major written assignments: 1) create an identity and forms package, 2) estimate a fictitious job and 3) complete a business plan. *Missing the due dates of these assignments will forfeit any extra credit.*
- ✓ In addition to the major written assignments, 1 quiz querying what you learned from the various lectures, guest speakers or reading assignments will be given.
- ✓ A digital presentation slide will be required for display in the case in the hallway.
- ✓ The semester will conclude with a presentation of your portfolio to the class.

Material Requirements

A computer, printer, and inquisitive mind ready to query guest speakers.
A portfolio presentation of professional level work and real food for the potluck.

Grades

Grading criteria for each assignment will be given with each assignment. Professionalism (presentation and being turned in on time), completeness (all components are present), spelling and grammar, serious thought being put into the objectives, will all be taken into account for an A grade.

Requirements	Total Points
Successful completion of written assignments The <u>1st</u> and <u>2nd</u> of the 3 major written assignments are worth <u>200 pts.</u> EACH The <u>3rd</u> (Business Plan) is worth <u>500 pts.</u> (Divided into two parts: <u>100 pts</u> & <u>400 pts</u>)	700
Quiz based on lectures and guest speakers <u>100 pts.</u>	100

Requirements	Total Points
Class Participation (On time, professional [see Protocol below], attentive)	100
Presentation of Portfolio / Work	100
* Total Possible Points for the entire semester A+= 1000-960 A = 959-930 A- = 929-900 B+= 899-860 B = 859-830 B-= 829-800 C+= 799-760 C = 759-730 C- = 729-700 D = <700 F=<600	1000

FINAL SEMESTER GRADES will be tallied to the possible point totals as broken down below: Assignments are due at the beginning of the class on the due date and are graded as “missed deadline” if handed in after the ten-minute grace period. Extra credit can be earned by writing papers on exhibitions, interview experiences during the semester, intern experience during the semester, but...NO EXTRA CREDIT WILL BE GIVEN IF REGULAR ASSIGNMENTS ARE NOT COMPLETED ON TIME.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the [current academic calendar](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/) web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

Classroom Protocol

Participation:

As a courtesy to the speakers, it is important that you come to class on time. Furthermore, class participation is vital to gaining information. There is a lot of material that will be covered and questions for clarification are welcome and considered part of participation. Lateness (beyond a ten-minute grace period) or absence is considered a lack of participation and is taken into account in the grading process. The ability to receive full credit for participation is easy. All you have to do is show up on time, be mentally present for all discussions and ask questions.

Laptop Etiquette

Laptop usage is permissible during lecture for note taking and applicable searches only. Please use your laptops in a respectful manner. Answering email, instant messaging, running irrelevant searches or working on projects from other classes are all off limits during anything other than open lab time. Please show respect for me and those around you.

Cell Phone Etiquette

Ringers on cell phones should be turned off during class time especially during lectures and when guests are present. This is a class on professional behavior. Cell phone usage in the presence of clients is unacceptable in real world ... *welcome to the REAL WORLD*. If you occasionally forget, it's no big deal, but this is your warning that I, as the instructor, have the option of ANSWERING your phone if I choose (this goes for text messaging as well ~ I have texted back to moms, girl(boy)friends, and bosses) and have had some interesting conversations to say the least. Leaving the class to take a call should only be done in emergencies. Again, please show respect for those around you.

In Case of an Emergency

In case of an emergency such as a natural disaster, hazardous situations, etc that require evacuating the building immediately, please evacuate down the nearest stairwell and reconvene on the side of Duncan Hall near the AS House. Leave all belongings if you must leave in a hurry ~ *they are replaceable, you are not*. Do not attempt to turn off studio lights etc. Classrooms are supposed to be locked by full-time faculty. Students will be notified by instructor as to when they may re-enter the building.

University Policies

Academic integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University's Academic Integrity policy](http://www.sjsu.edu/senate/S07-2.htm), located at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sa.sjsu.edu/judicial_affairs/index.html) is available at http://www.sa.sjsu.edu/judicial_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy S07-2 requires approval of instructors

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](http://www.drc.sjsu.edu/) (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The [LARC website](http://www.sjsu.edu/larc/) is located at <http://www.sjsu.edu/larc/>

Important phone numbers

Photo Window 924-4415 Art Office 924-4320 Escort Service 924-2222

Individuals with disabilities may contact the Disability Resource Center on campus, 924-6000, Administration Building 110, for a variety of formats such as braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.

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Instructor: Sandra Frank		
Week	Date	Topics, Readings, Assignments, Deadlines
1	1/26	<i>1st Day of Instruction</i> ~ Administration Stuff ~ Power Point Presentation
2	1/31	<i>Lecture:</i> Business Basics
	2/2	<i>Lecture:</i> Business Basics ~ Part II
3	2/7	<i>Guest Speaker:</i> Rose Hill <i>Makeup Artist</i> CONFIRMED!!
	2/9	<i>Lecture:</i> Business Basics Review, Business Forms - Keep your business on track <i>Assignment: Major Paper #1:</i> Identity package and Terms & Conditions <i>Due: Feb 23</i>
4	2/14	<i>Lecture:</i> Estimating Commercial Jobs: What to include and what not to!
	2/16	<i>Lecture:</i> Estimating Jobs: Usage Fees, Fee Markups, Hidden Costs - What to include and what not to!
5	2/21	<i>Lecture:</i> Estimating Jobs - Estimating & Invoicing Software /OR/ Business and Marketing Plans
	2/23	<i>Due: Major Paper #1:</i> Identity package and Terms & Conditions <i>Assignment: Major Paper #2:</i> Estimate for a commercial photo shoot <i>Due: March 22</i>
6	2/28	<i>Guest Speaker:</i> Quainna Marie ~ Wedding and Event Photography NOT CONFIRMED
	3/2	<i>Guest Speaker:</i> Emily Gutman <i>Emily Takes Photos</i> NOT CONFIRMED
7	3/7	<i>Field Trip:</i> Communication Arts Magazine, Menlo Park NOT CONFIRMED
	3/9	<i>Lecture:</i> Business and Marketing Plans
8	3/14	<i>Guest Speaker:</i> Chris Perello - Attorney NOT CONFIRMED
	3/16	<i>Guest Speaker:</i> Chris Perello - Attorney NOT CONFIRMED

9	3/21	<i>Lecture:</i> Business and Marketing Plans <i>Assignment: Major Paper #3:</i> Business/Marketing Plan <i>Part I Due: April 12</i> <i>Part II Due: May 5</i>
	3/23	<i>Critique: Major Paper #2:</i> Estimate for a commercial photo shoot
	3/28 3/30	<i>Spring Break</i>
10	4/4	Portfolio Development ~ One on One meetings
	4/6	No Class
11	4/11	No Class
	4/13	Portfolio Development ~ One on One meetings <i>Due: Part I :Business and Marketing Plans</i>
12	4/18	Guest Speaker: Mary Juno NOT CONFIRMED
	4/20	<i>Lecture:</i> Internships and Apprenticing, Gallery submissions
13	4/25	Guest Speaker: Bill Austin, Kristen Jurevich, Allison Sharpe NOT CONFIRMED
	4/27	<i>Lecture:</i> Grant Writing
14	5/2	Guest Speaker: Panel of Recent Grads NOT CONFIRMED
	5/4	Guest Speaker: Tina Reddell: Reddell, Gundry & Associates ~ Tax Info NOT CONFIRMED
15	5/9	<i>Due: Major Paper #3:</i> Business/Marketing Plan
	5/11	<i>Networking</i> ~ Portfolio Presentations P O T L U C K !
16	5/16	Last Day of Instruction / <i>Networking</i> ~ Portfolio Presentations P O T L U C K !
Final Exam	Thursday May 18 2:45-5pm	FINAL Pick Up Business Plans