

**San José State University**  
**Department of Art and Art History / Photography**  
**Career Preparation (BP)**  
**Photo 129: Sec. 01 - #21934**

**Course and Contact Information**

<b>Instructor:</b>	<b>Jesus Aguilar</b>
<b>Office Location:</b>	Duncan Hall 401B
<b>Telephone:</b>	(408) 924-4694 (prefer contact via email)
<b>Email:</b>	<a href="mailto:Jesus.aguilar@sjsu.edu">Jesus.aguilar@sjsu.edu</a>
<b>Office Hours:</b>	Friday 8:30 - 9:30 AM or by appointment
<b>Class Days/Time:</b>	Fridays - 09:30 - 15:30
<b>Classroom:</b>	IS 219C
<b>Prerequisites:</b>	<b>PHOT 120, PHOT 121, plus two additional upper division photography courses.</b>

**Units: 3**

**Additional Contact Information**

- \* E-mail is generally the best method of contact during non-office hours.
- \* Please allow 48-hours for an e-mail response.
- \* Emergency: 911 \_\_\_\_\_ Campus Escort: 42222
- \* Individuals with disabilities may contact the Disability Resource Center (DRC), Administrative Building 110, 408/ 924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.

**Course Format: Activity, Seminar, Lecture.**

**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.**

### **Course Description and Goals**

*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 commercial studio).

Working professionals (art directors, gallery directors, fine-art and commercial photographers, photographers' assistants, 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. You will write a short response to the guest lecture.

It is the goal of this course to give the graduating photography student the tools needed to find work as an assistant photographer, digital tech, a position in a relevant profession, or to start their own business and graduate with a plan.

Students in this course will achieve the following:

**Course Learning Outcomes (CLO)**

- ✓ How to become a legal business by filing for a fictitious business name, obtaining a local business license, and obtaining a resale number if applicable.
  
- ✓ How to keep records, including income and expense ledgers, set budgets, tax preparation.
  
- ✓ How to write a business/strategic 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, and be an assistant or digital tech.
  
- ✓ How to market your work including clients/gallery research, advertising, sales and developing a business profile.
  
- ✓ Create, edit and present your portfolio.

**Required Text: Best Business Practices for Photographers, Third Edition, 2017, John Harrington \$39 Amazon**

**Optional Text: ASMP Professional Business Practices in Photography 6th Edition ISBN: 1-58115-197-7 @ \$19 Amazon**

**Required Software**

✓ Adobe Creative Cloud , Web based Portfolio Tools of your choice: Format.com, Squarespace.com, other etc.

**Library Liaison**

**Gareth Scott**

email: [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

phone: [\(408\) 808-2094](tel:(408)808-2094)

**Dr. Martin Luther King, Jr. Library**

**4th Floor Administration Offices**

Art and Art History Resources: <https://libguides.sjsu.edu/Art>

### **Course Requirements and Assignments**

- 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 final invoice 3) Complete a business plan.
  
- Short written responses to Guest Speakers
  
- The semester will conclude with a *professional* presentation of your portfolio to the class and online.

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

### **Final Examination or Evaluation**

A portfolio presentation of professional level work: portfolio website

### **Grading Information**

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

<b><u>Relative weight of course requirements:</u></b>	<b>Points</b>
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<b>Successful completion of written assignments</b> 1. ID and Forms - 100 pts 2. Fictitious Job: Pre-Pro Deck & Estimate & Production Plan - 200 pts 3. Business Plan - 200 pts	500
<b>Class Participation</b> On time, professional [see Protocol below], attentive - 50 Pop Quizzes on general class content: 50	100
<b>Written Responses</b> - Guest Speakers -100 Studio Visit - 100	200
<b>Final Presentation</b> of Online Portfolio	200
<b>Total Points Possible</b>	1000

**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.** Late assignments will only be accepted under unusual, extenuating, or emergency circumstances.

(+ and – grades are determined by exceptional or sup-par work pertaining to each assignments specific requirements)

Final grade totals may fluctuate depending on syllabus changes.

**Numeric grade equivalents:**

930 and above	A
920 - 900	A-
890 - 880	B+
870 - 830	B
820 - 800	B-
790 - 780	C+
770 - 730	C
720 - 700	C-
690 - 680	D+
670 - 630	D
620 - 600	D-
below 600	F

**Please note:** Except in cases of documented emergencies, incomplete grades are not given in this course.

“All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

### **Additional Note:**

This syllabus is subject to change, in the event of unforeseen circumstances, or in the case that changes will significantly enhance the quality of the course. Students will collectively have the opportunity to shape the ways in which the course unfolds.

### **Department Advising**

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(H)/(PHOT) 116, 408-924-4320, [art@sjsu.edu](mailto:art@sjsu.edu)

### **Classroom Protocol**

Students are expected to be punctual for class and actively engaged during all class meetings. Cell phones, smart phones, or other devices that detract from full attention should be turned off or silenced.

#### *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 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, checking your social media accounts, running irrelevant searches or working on projects from other classes are all off limits. Leaving the class to take a call should only be done in emergencies. Please show respect for those around you. **Any disregard to this requirement will result in loss of any participation credit.**

#### *Cell Phone Etiquette*

Ringers on cell phones should be turned off during class time *especially* during critiques. Leaving the class to take a call should only be done in emergencies. 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 the building. Leave all belongings if you must leave in a hurry ~ *they are replaceable, you are not.* Instructor will notify students as to when they may re-enter the building.

### **University Policies**

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>."

**Course Schedule**  
**Photo 129 – Career Preparation**  
**Spring Semester 2020**

<b><u>Week</u></b>	<b><u>Date</u></b>	<b><u>Topics, Readings, Assignments, Deadlines</u></b>
<b>1</b>	1/24 - AM	1st Day of Instruction ~ Administration Stuff , Adds. Introductions
	PM	Photography Industry Overview: Job titles and Careers in Photography
<b>2</b>	1/31 AM	Business Basics: How to Run a Photography Business. Forms, ID Package.
	PM	Business Basics 2: Copyright, Usage, Keeping Track of Income & Expenses Assignment #1: Identity Package. Due: Feb. 14
<b>3</b>	2/07	<b>Field Trip – Bay Area Photography Studio</b>

Syllabus: Photo 129 - Career Preparation / Professional Practices in Photography

<b><u>Week</u></b>	<b><u>Date</u></b>	<b><u>Topics, Readings, Assignments, Deadlines</u></b>
<b>4</b>	2/14 - AM  PM	<b>Assignment 1 Due:</b> Identity Package - Critique  Defining Commercial, Corporate, Editorial Jobs: Intro to Pre Pro Deck and Case Studies. Logistics in Photographing your First Job , Pre Pro, Job Bidding vs. Estimates. Research ALL particulars: Rentals, Permits, Staffing, Etc.
<b>5</b>	2/21 - AM  PM	In Class – Fictitious Job Generation. Group Project. Uncover ALL local production support: Rental Studios, Gear Rental, Prop Houses, Vendors (prop, assistants, etc.), Location Scouts, City Permits, etc.  In Class – Fictitious Job Generation. Group Project Continued.
<b>6</b>	2/29	<b>Assignment 1 Part 1 Due: Pre Pro Deck</b>  <b>IN Class: Pre Production Meetings to generate Estimate/Quote</b>
<b>7</b>	3/6 -	<b>Field Trip to Bay Area Commercial Photography Studio (i4Color)</b>
<b>8</b>	3/13 - AM  PM	<b>Assignment 2 Part 2 Due: Fictitious Job Estimate per Pre Pro Decks.</b>  Business Plan overview. Assignment 3: Business Plan. Rough Draft Due 3/20. Tax Preparation: Business Tracking of your 1 <sup>st</sup> Job. Brick and Mortar, Overhead, etc. Continued.
<b>9</b>	3/20 - AM  PM	Business Plan Rough Due. Feedback On Business Plan. Assign Final: Portfolio Website.
<b>10</b>	3/27 - AM  PM	<b>Guest Speaker: Prop / Food Stylist</b> <b>Assignment 3 Due: Business Plan</b>  Business and Marketing Plans, Reps, Website, Agencies and Groups. Join a Community: ASMP, SF Image Makers, Etc. Networking. Maintaning Clients and Etiquette. Contemporary Image platforms, Social Media, Video, Etc.
<b>11</b>	4/3	<b>SPRING BREAK</b>
<b>12</b>	4/10 - AM  PM	Portfolio Development – Individual Meetings  Portfolio Development – Individual Meetings
<b>13</b>	4/17	TBD - Individual Meetings Continued



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<b><u>Week</u></b>	<b><u>Date</u></b>	<b><u>Topics, Readings, Assignments, Deadlines</u></b>
<b>14</b>	4/24 - AM  PM	<b>Guest Speaker: Retoucher/Photo Editor</b>  <b>Guest Speaker: Photo Assistant/Digital Tech</b>
<b>15</b>	5/1- AM  PM	Lecture: Ready to BEGIN your career! Getting your first Job, Freelance Culture. PAs, Assistants, Techs. Etiquette and Professional Standards. Getting your first Job, Freelance Culture. PAs, Assistants, Techs. Etiquette and Professional Standards, P. 2. <b>OR FIELD TRIP</b>
<b>16</b>	5/8 - AM  PM	Networking – Final Portfolio Presentations  Networking – Final Portfolio Presentations
<b>Final Exam</b>	<b>5/13</b>	7:15–9:30 AM FINAL

*Note:*

The schedule is subject to change throughout the semester. The outline provided is an estimate of when and what will be covered. Due dates will be adjusted accordingly and clearly communicated. Guest speakers and Field Trips are not yet confirmed, until the week prior to the scheduled date. Instructor will communicate via email to update schedule.