

San José State University
Department of Art and Art History / Photography
Photo 129: Sec. 01 - 22326 – Professional Practices in Photography, Spring 2019

Course and Contact Information

Instructor:	Jesus Aguilar
Office Location:	Duncan Hall 401B
Telephone:	(408) 209-4471 cell: (prefer contact via email)
Email:	jesus.aguilar@sjsu.edu
Office Hours:	Fridays 8:30 AM and by appointment
Class Days/Time:	Fridays 09:30 am - 3:30 PM (synchronous and asynchronous)
Classroom:	Online
Prerequisites:	PHOT 120, PHOT 121, plus two additional upper division photography courses.

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 will take place via Zoom online, delivered synchronously and asynchronously.

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.

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 \$37 Amazon. (I will assign readings periodically from this text, and will make digital PDFs available on canvas. However, you are still required to purchase book)

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

Required Materials/Software : Computer, Printer, Laptop for in-class notes/research (own or share with peer)

- ✓ **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

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 via Zoom (on time) is expected. Assignments require active collaboration and teamwork. Participation is essential to the success of this course. Guest speakers are professionals that volunteer their time to speak with us.
- Four major assignments: 1) Identity Package 2) Pre Production plan for Fictitious Photography Job 3) Fictitious Photography Job Estimate and Invoice 4) Complete a business plan
- Weekly reading and/or video assignments accompanied by short online quizzes
- 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 celebration put into the objections will be taken into account for an A grade.

<u>Relative weight of course requirements:</u>	Points

Successful completion of written assignments 1. ID and Forms - 100 pts 2. Fictitious Job: Pre-Pro Deck- 100 pts 3. Fictitious Job: Estimate & Invoice 100 pts 4. Business Plan - 200 pts	500
Class Participation On time, professional [see Protocol below], attentive.	100
Online Readings/video Quizzes	100
Written Responses to Guest Speakers 100 pts	100
Final Presentation of Online Portfolio 200 Pts	200
Total Points Possible	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
below 600

D-
F

Classroom Protocol

Course will be taught both synchronously and asynchronously online.

A typical format will be:

- Synchronous (live zoom meeting during) when introducing new lecture, guest speakers, and new assignments.
- Asynchronous when working on assignments, readings, quizzes, research, & assignments.

Students are expected to be punctual for class via zoom link on synchronous class meetings. Synchronous meeting will be announced at least 1 week in advance. Primary communication will take place via email and ongoing canvas assignments and lecture materials. Please check your SJSU email weekly and check Canvas during normal class meeting times to download new assignments and new content during asynchronous class dates.

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

Zoom virtual learning expectations

- Log in on time during class meetings
- Mute your microphone when not speaking (limits background noise)
- Limit distractions, Avoid multitasking (put away your phone, do not work on other assignments, apps) - Avoid eating and chewing gum
- Prepare materials in advance (if you're sharing content, make sure it accessible on your computer)

- Be mindful of background noises and music
- Dress Properly (dress as you are attending class in person), sit upright
- Turn on your video (visual feedback is important). You must have prior approval to turn video off.

- Be prepared to contribute to the course critiques and be called upon.
- Zoom etiquette will account for class participation and teamwork grade

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, Section 01: 22677 Career Preparation for Photographers

Spring Semester 2021

<u>Week</u>	<u>Date</u>	<u>Topics, Readings, Assignments, Deadlines</u>
1	1/29 AM PM	1st Day of Instruction ~ Administration Stuff , Adds. Introductions Photography Industry Overview: Job titles and Careers in Photography <i>Asynchronous: readings/videos</i>
2	2/5 AM PM	Branding Your Business: Forms, ID Package, Develop a Profile. Introduce Assignment 1: Identity Package and Terms & Conditions <i>Asynchronous content: readings/videos</i>
3	2/12 AM PM	Business Basics: How to Run a Photography (or related) Business. Keeping track of income and expenses. Case Studies. Business license, sales tax, income taxes. <i>Asynchronous content: Copyright, usage fees, contracts. readings/videos.</i>
4	2/19 AM PM	Assignment 1 Due Guest Speaker: Photography Stylist Kerrie Walsh (not confirmed) <i>Asynchronous content: readings/videos</i>
5	2/26 AM PM	Introduce Assignment 2: Pre Pro Deck. Pick teams, begin brainstorm. Logistics in preparing for your first job. Anatomy of a photoshoot. Synch or Asynchronous: Assignment 2 group meetings

Syllabus: Photo 129 Career Preparation in Photography

<u>Week</u>	<u>Date</u>	<u>Topics, Readings, Assignments, Deadlines</u>
6	3/5 AM PM	In Class Assignment 2 group assignment: Pre Pro Deck. Share progress. <i>Asynchronous content: readings/videos</i>
7	3/12 AM PM	Assignment 2 Due. Assign Pre Pro Decks to new groups to begin Assignment 3. Guest Speaker: Commercial Food Photographer (not confirmed)
8	3/19 AM PM	Begin Assignment 3: The Estimate. Discuss Pre pro Decks and Begin Fictitious Job Estimate. IN class: Pre Production Group Meetings, work on Assignment 3
9	3/26 AM PM	Introduce Assignment 4: Creating a Business Plan overview. Case studies, business plan brainstorms. <i>Async: readings/video. Continue assignment 3.</i>
10	4/2	SPRING BREAK
11	4/9 AM PM	Assignment 3 Due: Group Estimate presentations. Sync or Async: Business and Marketing Plans cont: Reps, Website, Agencies and Groups. Join a Community: ASMP, SF Image Makers, Etc. Networking.
12	4/16 AM PM	Introduce Final: Website portfolio Guest Speaker: Photography Assistant / Digital Tech (not confirmed) <i>Async: readings/video. Work on Business plans.</i>
13	4/23 AM PM	Assignment 4 Due: Business Plan presentations. Business Plan presentations.
14	4/30 AM PM	Portfolio Development – Individual Meetings Portfolio Development – Individual Meetings
15	5/7 AM PM	Lecture: Getting your first Job, Freelance Culture. PAs, Assistants, Techs. Email/Corporate Etiquette and Professional Standards, P. 2. Portfolio Development - optional meetings

Syllabus: Photo 129 Career Preparation in Photography

<u>Week</u>	<u>Date</u>	<u>Topics, Readings, Assignments, Deadlines</u>
16	5/14 AM PM	Final Portfolio Presentations & Final Business plans Final Portfolio Presentations & Final Business plans
Final Exam	5/21	Final Exam 7:15 AM-9:30 AM

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 confirmed until the week prior to the scheduled date. Instructor will communicate via email to update schedule.