



**PHO 403: Business Practices in Photography**  
**COURSE SYLLABUS: Spring 2018**  
**Class Room: WTFA 213**  
**11:00 – 1:50pm R**

**Instructor:** Leigh Merrill, Assistant Professor of Art  
**Office Location:** Journalism Room 300  
**Office Hours:** T and R 10:30–11:00am and 5:00–5:30pm  
**University Email Address:** leigh.merrill@tamuc.edu

**COURSE INFORMATION**

**Course Description:**

This course introduces students to business practices of various commercial and art applications of photography.

**Materials – Textbooks, Readings, Supplementary Readings:**

*ASMP Professional Business Practices in Photography* by the American Society of Media Photographers, Allworth Press, 7<sup>th</sup> Edition. Kindle book or paperback.

Recommended but not required:

*Legal Guide for the Visual Artist* by Tad Crawford, Allworth Press, 5<sup>th</sup> edition, 2010

*Starting Your Career as a Freelance Photographer* by Tad Crawford, Allworth Press, 2003

**Student Learning Outcomes:**

At the conclusion of this course students should be able to demonstrate the following:

- A general understanding of the various practices of photography
- The creation of basic photography marketing materials
- A general understanding of commercial photographic business practices
- A general understanding of studio art photographic business practices

**COURSE REQUIREMENTS**

**Instructional / Methods / Activities Assessments**

This course will consist of a series of assignments and exercises to assist you in achieving the objectives of this course. Each class will consist of a combination of some or all of the following activities:

- Lectures/demonstrations by instructor
- Guest speakers
- Discussion and presentations
- Quizzes/Exams
- Critiquing of course assignments

## Grading

Your grade will be a combination of participation in class, assignments, quizzes and an exam.

Marketing Materials: 30%

Reading discussions, in-class assignments: 30%

Professional Practices Journal: 30%

Exam: 10%

## Marketing Materials:

Students will create marketing materials:

- A website that includes an image gallery, bio/statement, and contact info
- A resume
- An application to a professional opportunity such as an internship or an exhibition.

## Class Discussions/Presentations/Quizzes:

Students will discuss reading assignments in groups. Quizzes will be given on reading materials. Students may also be given either group or individual in-class assignments related to readings.

## Professional Practices Journal:

Students should write questions for guest speakers and takes notes during guest speaker presentations.

These notes will be compiled into a professional practices journal for future reference. This journal should be saved as a digital file and turned in as a PDF.

## Exam:

An exam covering topics in class will be given at the end of the semester.

## Attendance

Attendance is critical for your success in this course. We meet only once a week and therefore each class will cover a variety of material. Please contact the instructor in advance of any absence. Because of the importance of attendance, a total of 4 unexcused absences from any class meetings will result in the student being withdrawn from this course or receiving a failing grade ("F").

## TECHNOLOGY REQUIREMENTS

Students will have access to computer labs with software needed to complete assignments and exercises. Students will be required to make time to work in the computer lab on assignments outside of class time.

Students will need to provide the following:

- **Purchasing a domain name \***
- **Purchasing a website template if a specific template is desired for website layout.**

**\*There will be options for students who cannot or do not want to purchase a domain name.**

## UNIVERSITY TECHNOLOGY REQUIREMENTS

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To fully participate in online courses you will need to use a current Flash enabled browser. For PC users, the suggested browser is Google Chrome or Mozilla Firefox. For Mac users, the most current update of Firefox is suggested.

You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:

512 MB of RAM, 1 GB or more preferred

Broadband connection required courses are heavily video intensive

Video display capable of high-color 16-bit display 1024 x 768 or higher resolution

You must have a:

Sound card, which is usually integrated into your desktop or laptop computer  
Speakers or headphones.

\*For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.

Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: JAVA web site  
<http://www.java.com/en/download/manual.jsp>

Current anti-virus software must be installed and kept up to date.

Run a browser check through the Pearson LearningStudio Technical Requirements website. Browser Check  
[http://help.ecollege.com/LS\\_Tech\\_Req\\_WebHelp/en-us/#LS\\_Technical\\_Requirements.htm#Browse](http://help.ecollege.com/LS_Tech_Req_WebHelp/en-us/#LS_Technical_Requirements.htm#Browse)

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.  
JavaScript is enabled.  
Cookies are enabled.

You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:

Adobe Reader <https://get.adobe.com/reader/>  
Adobe Flash Player (version 17 or later) <https://get.adobe.com/flashplayer/>  
Adobe Shockwave Player <https://get.adobe.com/shockwave/>  
Apple Quick Time <http://www.apple.com/quicktime/download/>

At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

For additional information about system requirements, please see: System Requirements for LearningStudio  
<https://secure.ecollege.com/tamuc/index.learn?action=technical>

#### ACCESS AND NAVIGATION

Pearson LearningStudio (eCollege) Access and Log in Information

This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to myLeo. <http://www.tamuc.edu/myleo.aspx>

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login to Pearson LearningStudio, click on the "My Courses" tab, and then select the "Browser Test" link under Support Services.  
Pearson Learning Studio Student Technical Support

Texas A&M University-Commerce provides students technical support in the use of Pearson LearningStudio.

Technical assistance is available 24 hours a day/ 7 days a week.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the Pearson LearningStudio Help Desk, available 24 hours a day, seven days a week.

The student help desk may be reached by the following means 24 hours a day, seven days a week.

Chat Support: Click on 'Live Support' on the tool bar within your course to chat with a Pearson Learning Studio Representative.

Phone: 1-866-656-5511 (Toll Free) to speak with Pearson Learning Studio Technical Support Representative.

Email: [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) to initiate a support request with Pearson LearningStudio Technical Support Representative.

Accessing Help from within Your Course: Click on the 'Tech Support' icon on the upper left side of the screen inside the course. You then will be able to get assistance via online chat, email or by phone by calling the Help Desk number noted below.

Note: Personal computer problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, an Internet cafe, or a bookstore, such as Barnes & Noble, etc.

Policy for Reporting Problems with Pearson LearningStudio

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure MUST be followed:

Students must report the problem to the help desk. You may reach the helpdesk at [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or 1-866-656-5511

Students MUST file their problem with the helpdesk and obtain a helpdesk ticket number  
 Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and to provide me with the helpdesk ticket number  
 At that time, I will call the helpdesk to confirm your problem and follow up with you

PLEASE NOTE: Your personal computer/access problems are not a legitimate excuse for filing a ticket with the Pearson LearningStudio Help Desk. You are strongly encouraged to check for compatibility of your browser BEFORE the course begins and to take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform. ONLY Pearson LearningStudio based problems are legitimate.

**Internet Access**

An Internet connection is necessary to participate in discussions and assignments, access readings, transfer course work, and receive feedback from your professor. View the requirements as outlined in Technology Requirements above for more information.

**myLeo Support**

Your myLeo email address is required to send and receive all student correspondence. Please email [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu) or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at myLeo. <https://leo.tamuc.edu>

**Learner Support**

Go to the following link One Stop Shop- created to serve you by attempting to provide as many resources as possible in one location.  
<http://www.tamuc.edu/admissions/onestopshop/>

Go to the following link Academic Success Center- focused on providing academic resources to help you achieve academic success.  
<http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>  
 FREE MobilE APPS

The Courses apps for phones have been adapted to support the tasks students can easily complete on a smaller device. Due to the smaller screen size course content is not presented.

The Courses app is free of charge. The mobile Courses Apps are designed and adapted for different devices.

	App Title:	iPhone – Pearson LearningStudio Courses for iPhone Android – LearningStudio Courses - Phone
	Operating System:	iPhone - OS 6 and above Android – Jelly Bean, Kitkat, and Lollipop OS
	iPhone App URL:	<a href="https://itunes.apple.com/us/app/pearson-learningstudio-courses/id977280011?mt=8">https://itunes.apple.com/us/app/pearson-learningstudio-courses/id977280011?mt=8</a>
	Android App URL:	<a href="https://play.google.com/store/apps/details?id=com.pearson.lsphone">https://play.google.com/store/apps/details?id=com.pearson.lsphone</a>

Once downloaded, search for Texas A&M University-Commerce, and it should appear on the list. Then you will need to sign into the myLeo Mobile portal.

The Courses App for Android and iPhone contain the following feature set:

- View titles/code/Instructor of all Courses enrolled in online
- View and respond to all discussions in individual Courses
- View Instructor Announcements in individual Courses
- View Graded items, Grades and comments in individual Courses
- Grade to Date
- View Events (assignments) and Calendar in individual Courses
- View Activity Feed for all courses
- View course filters on activities
- View link to Privacy Policy
- Ability to Sign out
- Send Feedback

**COMMUNICATION AND SUPPORT**

**Interaction with Instructor Statement:**

Please contact me through email:

**Email:** [leigh.merrill@tamuc.edu](mailto:leigh.merrill@tamuc.edu)

**Office Hours:** By Appointment T and R 10:30–11:00am and 5:00-5:30pm

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures:

#### Procedures & Policies for Submission of assignments

Due Date: All assignments are due on the date and time given by the instructor. Late work will be accepted up to one week past the deadline and will be reduced by one letter grade. Assignments will not be accepted if they are more than a week late, except for extenuating circumstances, as determined by the instructor

#### Attendance:

Attendance is required and is recorded at the beginning of class meetings. Every student will be responsible for all information given during scheduled class time.

Note: A total of 4 absences from any class meetings will result in a failing grade ("F") for the course. Excused absences are listed under Class Attendance (A13.02) in the A&M-Commerce Procedures. Verifiable excuses for absences must be turned in to the instructor.

#### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in class or via email.

#### Handbook & Safety

While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester. A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/>

Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend. A link to the online form: <http://dms.tamuc.edu/Forms/ArtLabPolicy>

\*This must be completed on-campus while using the University wifi or ethernet connections.

### University Specific Procedures:

#### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette http://www.albion.com/netiquette/corerules.html](http://www.albion.com/netiquette/corerules.html)

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

## ADA Statement

### Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### Office of Student Disability Resources and Services

Texas A&M University-Commerce  
Gee Library- Room 132  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

<b>COURSE OUTLINE / CALENDAR</b>
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The Instructor reserves the right to make adjustments and changes to this calendar. Any changes will be notified to students either in class or via email.

#### Week 1 – January 18

##### Review of Syllabus

**Introduction to Class Projects/Assignments:** Marketing Materials, Readings, Professional Practices Journal

**Discussion:** magazines, newspapers, websites, social media

#### Week 2 – January 25

##### Reading Discussion #1

- *ASMP Professional Business Practices in Photography* Section 3: Assignment Photography 97-144
- *Starting Your Career as a Freelance Photographer* Chapter 4: A Many Faceted Field

**Marketing Materials:** components and considerations for websites.

**Assignment:** Research and review content management sites for your website. Decide upon a domain name (if purchasing), select a website builder/template. Due February 8<sup>th</sup>.

#### Week 3 – February 1

##### Guest Speaker

**Due:** Questions for speaker

**Assignment:** Take notes on guest speaker presentations

#### Week 4 – February 8

**Reading Discussion #2:** *ASMP Professional Business Practices in Photography* Section 1: Understanding Licensing 3-32

**Marketing Materials Assignment Due:** Plan for domain name, website builder/template.

**Quiz**

**Week 5 – February 15**

**Guest Speaker**

**Due:** Questions for speaker

**Assignment:** Take notes on guest speaker presentations

**Week 6 – February 22**

**Guest Speaker**

**Due:** Questions for speaker

**Assignment:** Take notes on guest speaker presentations

**Week 7 – March 1 Class Cancelled**

**Week 8 - March 8**

**Reading Discussion #3:** *ASMP Professional Business Practices in Photography* Section 2:

Copyright – Protecting Your Assets 33-96

**Lecture:** Contemporary Photographers and appropriation

**Week 9 – March 15 No Class Spring Break**

**Week 10 – March 22**

**Guest Speaker**

**Due:** Questions for speaker

**Assignment:** Take notes on guest speaker presentations

**Week 11 – March 29**

**Guest Speaker**

**Due:** Questions for speaker

**Assignment:** Take notes on guest speaker presentations

**Week 12 – April 5**

**Marketing Materials:** website components review: images, bio/statement, resume review

**Reading Discussion #4:**

- *ASMP Professional Business Practices in Photography* Section 4: Stock Photography 145-164
- *ASMP Professional Business Practices in Photography* Section 6: Releases 203 – 232

**Week 13 – April 12**

**Guest Speaker**

**Due:** Questions for speaker

**Assignment:** Take notes on guest speaker presentations

**Week 14 – April 19**

**Marketing Materials Workshop #2:** website draft for review

**Week 15 – April 26**

**Reading Discussion #5**

- *ASMP Professional Business Practices in Photography* Section 4: Paperwork
- *ASMP Professional Business Practices in Photography* Section 7: Professional Services
- *Starting Your Career as a Freelance Photographer: Chapter 6 Business Plan*

**Week 16 – May 3**

**Exam**

**Due:** Marketing Materials (group critique of websites), Professional Practices Journal PDF