

## PHOTO156 : Professional Practices For Photographers

### General Information

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Course Code (CB01) :	PHOTO156
Course Title (CB02) :	Professional Practices For Photographers
Department:	PHOTO
Proposal Start:	Spring 2025
TOP Code (CB03) :	(1012.00) Applied Photography
CIP Code:	(10.0201) Photographic and Film/Video Technology/Technician.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000597059
Curriculum Committee Approval Date:	05/22/2024
Board of Trustees Approval Date:	07/16/2024
Last Cyclical Review Date:	05/22/2024
Course Description and Course Note:	PHOTO 156 is an advanced photography course covering principles and practices within the field for hire or exhibition. Students construct artist resumes and artist statements related to their work. Students learn about promotion, portfolio layout, releases, estimates, invoices, gallery negotiations, and image licensing issues for photographers. Students must have a developed body of photographic work that will be used for class projects. Note: Students who previously completed PHOTO 115 prior to Fall 2019 will not receive credit for PHOTO 156.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Credit</li></ul>
Mode of Delivery:	
Author:	
Course Family:	

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Photographic Technology/ Commercial Photography</li></ul>
Alternate Discipline:	<ul style="list-style-type: none"><li>Photography</li></ul>
Alternate Discipline:	No value

## Course Development

### Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

### Course Special Class Status (CB13)

Course is not a special class.

### Pre-Collegiate Level (CB21)

Not applicable.

### Grading Basis

- Grade with Pass / No-Pass Option

### Course Support Course Status (CB26)

Course is not a support course

## General Education and C-ID

### General Education Status (CB25)

Not Applicable

### Transferability

Not transferable

### Transferability Status

Not transferable

## Units and Hours

### Summary

**Minimum Credit Units (CB07)** 3

**Maximum Credit Units (CB06)** 3

**Total Course In-Class (Contact) Hours** 54

**Total Course Out-of-Class Hours** 108

**Total Student Learning Hours** 162

### Credit / Non-Credit Options

#### Course Type (CB04)

Credit - Degree Applicable

#### Noncredit Course Category (CB22)

Credit Course.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Credit Course.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

### Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

### Course Student Hours

<b>Course Duration (Weeks)</b>	18
<b>Hours per unit divisor</b>	0
<b>Course In-Class (Contact) Hours</b>	
Lecture	54
Laboratory	0
Studio	0

**Total** 54

**Course Out-of-Class Hours**

Lecture 108

Laboratory 0

Studio 0

**Total** 108

**Time Commitment Notes for Students**

No value

**Units and Hours - Weekly Specialty Hours**

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

**Pre-requisites, Co-requisites, Anti-requisites and Advisories**

**Prerequisite**

PHOTO101 - Traditional Photography I (in-development)

**Objectives**

- Use light meters and demonstrate exposure control methods.
- Identify characteristics of light.
- Identify basic characteristics of black and white film and paper.
- Define and analyze technical and composition effects on image.

**Entry Standards**

Entry Standards

Identify basic characteristics of digital files and printing.

## Course Limitations

Cross Listed or Equivalent Course

## Specifications

### Methods of Instruction

Methods of Instruction                      Lecture

Methods of Instruction                      Multimedia

Methods of Instruction                      Tutorial

Methods of Instruction                      Collaborative Learning

Methods of Instruction                      Demonstrations

### Out of Class Assignments

- Preparing presentation materials (e.g. prepare biography and statement)
- Editing and sequencing images for portfolio
- Preparing documents for photographic work (e.g. prepare estimates and invoices)

### Methods of Evaluation

### Rationale

Writing Assignment

Written projects (e.g.: statements, resumes, invoices, or grants)

Project/Portfolio

Photographic works

Project/Portfolio

Portfolio

### Textbook Rationale

Photo uses the same comprehensive textbook for all of their classes. It is the most current version of the textbook and is pretty much the industry standard. The other textbooks are also classwork texts.

### Textbooks

Author	Title	Publisher	Date	ISBN
Barbara London	Photography	Prentice Hall	2016	ISBN13: 9780134482026

Crawford, Tad	Business and Legal Forms for Photographers	Allworth Press: American Society of Media Photographers	2009	ISBN: 1581156693
American Society of Media Photographers.	ASMP Professional Business Practices in Photography.	Allworth Press: American Society of Media Photographers	2010	ISBN-10: 1581157584
<b>Other Instructional Materials (i.e. OER, handouts)</b>				
No Value				
<b>Materials Fee</b>				
No value				

## Learning Outcomes and Objectives

### Course Objectives

Analyze personal photographic work.

Create a relevant photographer's statement or resume.

Organize work into a professional portfolio.

Apply promotional techniques and outline promotional formats.

Apply practices for hire or exhibition.

### SLOs

**Write a professional statement and photographer resume.**

Expected Outcome Performance: 70.0

*ILOs* Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.

Core ILOs

Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

**Prepare documents for practicing photography.**

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;  
Core cultivate creativity that leads to innovative ideas.

ILOs

Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

**Prepare a portfolio for presentation.**

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;  
Core cultivate creativity that leads to innovative ideas.

ILOs

Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

## Additional SLO Information

**Does this proposal include revisions that might improve student attainment of course learning outcomes?**

No

**Is this proposal submitted in response to learning outcomes assessment data?**

No

**If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.**

No Value

**SLO Evidence**

No Value

## Course Content

Lecture Content

**Types of Jobs and Exhibition Venues (10 Hours)**

**Creating a Photographer's Statement and Resume (6 Hours)**

- Resume, relevance, and formats
- Statement structure

**Putting a Professional Portfolio Together (18 Hours)**

- Point of view and uniqueness
- Presentation, relevance, and presentation formats
- Editing, sequencing, and continuity
- Updating
- Articulating your message

**Promotion and Formats (4 Hours)**

**Practices for Hire (8 Hours)**

- Working and communicating with the client
- Creating a rate structure
- Estimating and invoicing
- Image licensing
- Releases

**Practices for Exhibitions (8 Hours)**

- Negotiating an exhibition
- Curator expectations
- Delivering, selling, receiving, and insuring work
- Commissions and grants

**Total Hours: 54**

## **Additional Information**

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

**GCC Major Requirements**

No Value

**GCC General Education Graduation Requirements**

No Value

**Repeatability**

Not Repeatable

**Justification (if repeatable was chosen above)**

No Value

## **Resources**

**Did you contact your departmental library liaison?**

No

**If yes, who is your departmental library liaison?**

No Value

**Did you contact the DEIA liaison?**

No

**Were there any DEIA changes made to this outline?**

No

**If yes, in what areas were these changes made:**

No Value

**Will any additional resources be needed for this course? (Click all that apply)**

- No

**If additional resources are needed, add a brief description and cost in the box provided.**

No Value

