

Professional Development in Photography

a syllabus

Fall 2005
PHOT 4700.01
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Feedback (general opinions, problems, suggestions, etc.) on this hypersyllabus is encouraged! Bookmark this, but don't rely on printing it out. It is *very* likely that this page will be updated in the course of the semester.

Prerequisite: Photo Major and Senior Standing. THIS IS THE CAPSTONE COURSE FOR THE PHOTOGRAPHY MAJOR. Students prepare to launch their professional careers by continuing to develop their portfolios, joining an appropriate professional organization, and learning to work with all sectors of the industry. Business practices including model releases, billing, and accounting are covered, with guest speakers addressing particular technical concerns. Current issues in the profession, including legal and ethical concerns, are addressed.

Class attendance is important for this course. If you will miss a class meeting for any reason, leave a message ahead of time. Assignments must be completed on schedule!

Text:

ASMP Professional Business Practices in Photography, 6th edition. **NB: New student members of ASMP will receive a copy with their membership.**

How you're graded: Your final grade is based on your performance throughout the semester. Your attendance and active participation count for 25%; your final professional portfolio counts for 50%; two exams count for 25%. Doing more than required can earn you extra credit; talk to me outside class if you're interested. This is what the grades mean...

What we're doing and when:

Week 1 (8/22 & 24). Introductions; how the class works; topics we will cover. Signing up as student members in an appropriate professional organization, such as ASMP, NPPA, PPofA, WPPI, EPIC, Editorial Photographers Forum, SPE, PIEA, UPAA, or something similar.

Using the Internet for photographic research. (What are the pages you find most useful?) Participating in a professionally oriented conversation specific to your career interests, such as PhotoPro (and its subsets), the NPPA list, etc. New to on-line discussion groups? Read the "rules of the road." Darkroom/studio access passes. Joining the "Photo-Jobs" list.

- Remember to bring your portfolio to next Monday's class.
- **Due 9/12:** Write a 3-5 page paper about the style of photography you most hope to be working in, and make reference to at least three working photographers that you think are related to that style. Be sure to include bibliographic references.

Links we spoke of this week:

- The Minneapolis Center for Photography
- The Julia Dean Workshops
- The Berenice Abbott Prize for an Emerging Photographer
- Critical Mass is a nonprofit, self-formed visual arts collaborative dedicated to promoting, enhancing and initiating contemporary visual art in the St. Louis region. To Subscribe, send a blank message at this address.

Week 2 (8/29 & 31). Putting together your portfolio; what it includes (and excludes), how to construct it. Writing an effective résumé. Due 9/7: First drafts of your curriculum vitae and résumé. Guest speaker: [Jay Fram](#) Putting together a commercial portfolio.

Week 3 (9/7). (No Monday class for Labor Day.) Showing your portfolios (continued).

Week 4 (9/12 & 14). Time for you to work on your portfolios, and individual consultations as needed.

Remember: "Achieving Balance Between Passion & Profession," an ASMP St. Louis Chapter event. September 16th - 18th, featuring Dan Dryefus, Paul MacFarlane, and Nick Vedros.

Week 5 (9/19 & 21). Copyright law and issues, and the real-life applications and concerns. The Editorial Photographers Forum is a good list for contract discussions. Thinking about your business card.

- Reading assignment for this class: ASMP Copyright Guide.
- Due 10/3: Design for your business card..

Week 6 (9/26 & 28). Time for you to work on your portfolios, and individual consultations as needed.

Week 7 (10/3 & 5). Looking at your business cards, thinking about design improvements. Showing your portfolios so far: what you aim for, how you will get there. Beginning to plan the Senior Show.

Week 8 (10/10). Guest speaker topic: Your accountant is your friend.

- Internal Revenue Service
- Useful resources and sources for small businesses from the IRS.
- St. Louis Volunteer Lawyers and Accountants for the Arts

Fall break

Week 9 (10/24 & 26). Guest speaker: The importance of a Business Plan. Some useful links for further information or help:

- Small Business Administration
- and the SBA page with information on writing your business plan
- UMSL's Small Business Resources page
- St. Louis Business Journal
- St. Louis County Business Assistance Center

Week 10 (10/31 & 11/2). Time for you to work on your portfolios, and individual consultations as needed.

Week 11 (11/7 & 9). Some resources for portfolios and framing:

- Metal Edge
- Gaylord
- Dick Blick Art Materials
- University Products
- Light Impressions
- Century Photo
- Masterpak
- Stone Editions (the Stonehinge System for printing inkjet portfolios, which I will show you)
- Celine Countryman Image Archives™
- The Set Shop

- Leather Presentation Portfolio books

Week 12 (11/14 & 16). Time for you to work on your portfolios, and individual consultations as needed.

Week 13 (11/22 & 23) Time for you to work on your portfolios, and individual consultations as needed.

Week 14 (11/28 & 30). Networking and becoming part of the industry. Guest speaker topic: Working with the industry. Planning for that Senior Show next May (for those who want to be part of it). Estimating a job: some things to think about. No class on Wednesday the 12th because of Webster Works Worldwide.)

- Editorial Photographers (EP)
- Nikon Professional Services
- Kodak ProPass
- Kodak ProPass for Students and Teachers
- Repair resources
- Search engines

Week 15 (12/5 & 7). Final portfolio presentations. Also due this week: finished résumé (including reference to the professional organization you joined) and 3 copies of your business card. Information on photography and traveling.

Week 16 (12/16). Final exam.