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# COLLEGE OF IMAGING ARTS & SCIENCES

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## -----TOPIC OUTLINE FORM-----

**This form must be completed each time a new Topic is being proposed within a Shell Course.**

**Shell Courses are characterized by flexible course outlines that allow instructors to develop a specific focus and content for their particular Topic within the Shell Course.**

### **Procedure for implementing a new Topic within a Shell Course:**

1. Faculty proposing to offer a new Topic within a Shell Course will complete this **Topic Outline Form** and a **Curriculum Cover Form** for each new Topic to be offered, and forward to the School's representative on the appropriate CIAS College Curriculum Committee (either graduate or undergraduate)
2. The School's CIAS CCC representative then secures the approval and signature of the Program Chair/School Administrative Chair/Graduate Director on the **Curriculum Cover Form** and presents it along with this form and the original **Shell Course Outline** to the Chair of the appropriate CIAS CCC for review.
3. If approved by the Chair of the appropriate CIAS CCC, a hard copy of the **Curriculum Cover Form** and a digital version of this **Topic Outline Form** will be forwarded to the CIAS Scheduling Officer, Terie Merritt.
4. In order for a new Topic within a Shell Course to be scheduled, a completed and approved digital version of this **Topic Outline Form** and hard copy of the **Curriculum Cover Form** must be submitted to the Scheduling Officer when all other courses for a term in which the topic will be offered are due to be scheduled, no late submissions will be scheduled.

**SHELL COURSE # - TITLE: TOPIC** CIAS-PHAD-3XX- AD Photo Topic: Business 4 Photo

**Proposing faculty:** Denis Defibaugh **Date:** 3/16/15

**School:** SPAS **Program:** Advertising Photography

### **Rationale – consider the following:**

1. Why is this topic a necessary and integral part of the curriculum?
2. How will this Topic influence or affect other existing course or programs? Is there any apparent duplication or overlap with other existing courses?

The success of creative photographers greatly depends upon their understanding of professional business practices. The course will augment existing classes.
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### **1.0 Course Designations and Approval**

<b>Required course approval:</b>	<b>Approval request date:</b>	<b>Approval granted date:</b>
College Curriculum Committee	3/16/15	

### **2.0 Course information:**

<b>Topic title:</b>	AD Photo Topic: Business 4 Photo
<b>Topic proposed by:</b>	Denis Defibaugh
<b>Term date scheduled:</b>	Fall 2015

*In the sections that follow, please use sub-numbering as appropriate (eg. 3.1, 3.2, etc.)*

### **3.0 Goals of the TOPIC:**

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| <ol style="list-style-type: none"><li>3.1 Provide an understanding of Licensing and Copyright.</li><li>3.2 Discuss the working relationship with an attorney, accountant, and insurance agent.</li><li>3.3 Estimate jobs while negotiating terms, conditions, and invoicing.</li><li>3.4 Produce releases, logos, and trademarks.</li></ol> |
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- 3.5 Introduce Digital Business Essentials.
- 3.6 Discuss customer service.
- 3.7 Experience marketing a small business.

**4.0 Course description** (course title includes Topic)

**Course number:**

**Name of Course & Topic – Long Title:** AD Photo Topic: Business 4 Photo

**Name of Course & Topic – Short Title (33 characters):** Business 4 Photo

The Ad Photo Topic course Business 4 Photography provides photography students an understanding of the principles of the business of photography. Through lectures, profit/loss, licensing/copyright, record keeping, estimating/pricing, insurance, taxes, and marketing a small business will be introduced. How to conduct oneself during an interview, start your career, and finding that entry level job will be presented.

**5.0 Possible resources** (texts, references, computer packages, etc.)

ASMP Professional Business Practices in Photography

**6.0 Topics (outline):**

- 6.1 Entry level jobs
- 6.2 Licensing and copyright
- 6.3 Estimating and pricing
- 6.4 Marketing a small business
- 6.5 Profit and loss evaluation
- 6.6 Taxes
- 6.7 Insurance needs
- 6.8 Releases and trademarks
- 6.9 Customer Service

**7.0 Intended course learning outcomes and associated assessment methods of those outcomes**

(please include as many Course Learning Outcomes as appropriate, one outcome and assessment method per row).

Course Learning Outcome	Assessment Method
7.1 Demonstrate an understanding of small business practices.	Assignments
7.2 Demonstrate how to bid, license, and invoice a photography assignment.	Critiques/Assignments
7.3 Understand the business challenges in the digital marketplace.	Assignments
7.4 Establish a marketing plan including social networks.	Assignments/Critiques
7.5 Present a journal of potential employees and career objectives.	Assignments

**8.0 Program outcomes and/or goals supported by this course**

- 8.1 Develop professional critical thinking and visual problem-solving skills within a global perspective.
- 8.2 Identify the aesthetic, conceptual, and technical skills necessary to develop a professional-level applied photographic practice.

- 8.3 Integrate aesthetic, historical, and theoretical perspectives into the conception, application, and practices of their chosen career path.
- 8.4 Recognize the responsibility for maintaining high legal and ethical standards when working professionally.
- 8.5 Develop the skills to work both independently and collaboratively in solving problems related to the application of technology and imaging.
- 8.6 Develop the ability to create and refine a professional quality portfolio.

**10.0 Required Resources** - Identify all resources needed to effectively teach this class and what students will need to complete the assignments. (Please provide detailed list of equipment, software, computer lab, data storage/retrieval requirements, special classroom, studio, shop, wet lab, work space or media requirements)

**Plug and go classroom**

**Approval request date:** This is the date that the college curriculum committee forwards this course to the appropriate optional course designation curriculum committee for review. The chair of the college curriculum committee is responsible to fill in this date.

**Approval granted date:** This is the date the optional course designation curriculum committee approves a course for the requested optional course designation. The chair of the appropriate optional course designation curriculum committee is responsible to fill in this date.