

I. COURSE DESCRIPTION: This will be a series of workshops covering specific situations that a photographer will encounter in real world situations; as well as creative exercises to stimulate the photographers creativity processes. With a combination of lectures and hands on lab time the student will be expected to produce work and assignments that will be reflective of a specific clients needs. As well as with guest lecturers the student will learn vital information to operating a successful photography business.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Keep appropriate business information as it pertains to Canada's Income Tax Act

Potential Elements of the Performance:

- The pros and cons of a sole proprietorship and an incorporated business model
- HST and how it applies to photography
- Leasing or purchasing equipment the benefits of either
- Understanding what a capital gain is
- Understanding and tracking depreciation
- Keeping an appropriate set of books for tax preparation
- Acceptable tax deductions as they pertain to photographers

2. Prepare a submission for a gallery exhibit to a public or private gallery

Potential Elements of the Performance:

- Properly formatting a submission
- Understanding the concept of designing a gallery show
- Source grant information and how to apply for grants that can assist them in getting a gallery show

3. Produce a fine art limited edition print

Potential Elements of the Performance:

- Working with models and making them comfortable in a figure study session
- Secure a model release and why they are necessary
- Produce an acceptable fine art print of saleable quality

4. Work within difficult on location lighting situations and still produce saleable images

Potential Elements of the Performance:

- Be able to handle last minute schedule changes
- Understand health and safety issues as they pertain to

industrial situations

- Colour balance images on location in order to save post production time

5. **Work with art directors and follow strict directions to produce a client image**

Potential Elements of the Performance:

- Through exceptional interpersonal skills get the subject to emote for the camera
- Deliver the images in an acceptable format for the clients uses
- Use on location lighting combine with portable lighting to produce an image for the client

6. **Understand the complex relationships that make up a wedding and achieve great images amidst them**

Potential Elements of the Performance:

- How over come difficult lighting situations
- Produce excellent quality images under strict time constraints
- Maintain a working relationship with a couple to invest in them as future clients
- Proper posing techniques that are both flattering and comfortable
- Learn modern techniques that with keep their work fresh and different
- Presenting finished work to the couple that is both archival and beautiful

7. **Understand copyright as it pertains to photography**

Potential Elements of the Performance:

- How to protect their copyright
- What needs to be included in their contract to protect that copyright
- How copyright can be improved for all photographers in the future

8. **Solve problems as they may occur on the set with minimal stress**

Potential Elements of the Performance:

- How to deal with a cancel photo session
- Responsibilities when a session is canceled or there is a "no show" on the set
- Dealing with equipment failures and the importance of having back up equipment at the ready
- Handling client complaints and problems
- Learning to "think on their feet"

9. **Work with assistants and a full production crew**

Potential Elements of the Performance:

- What to look for in an assistant
 - Hiring a production crew for make up styling, assistants, catering, etc.
 - Leadership skills in bringing the crew together to achieve the photographers vision
10. **Establish a report with the customer and achieve exceptional customer service**
- Potential Elements of the Performance:
- The importance of customer service
 - How to handle customer complaints
 - When to "fire" a customer
 - Understanding long term relationships with customers

III. TOPICS:

1. Submissions to art galleries
2. Understanding and creating the fine art figure study
3. Corporate Portraiture
4. Editorial Photography
5. Photographing in a foreign country
6. Copyright as it pertains to photography
7. Working with art directors
8. Wedding photography
10. Photography Marketing
11. Field trip
12. Assignment discussions
13. Workshoping student images
14. Networking

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

All students will be required to use tools and materials specified in the equipment list. In addition students should expect to purchase consumable supplies such as printing paper, mat board, cover stock, etc.

V. EVALUATION PROCESS/GRADING SYSTEM:

This is a workshop class. Participation and attendance is essential in order for the student to receive the full benefit of the course. **If students absent for more than three classes they will receive an F for this course.**

This course is a Pass/Fail. All assignments = 100% of the grade. ***Students must complete all assignments and be in class for the critique date of those assignment images. Failure to do so will result in being marked absent for the class.***

Late assignments and resubmissions will be accepted up until two weeks before the final day of class.

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. *It is the departmental policy that once the classroom door has been enclosed, the learning process has begun. Late arrivers will not be granted admission to the room.*

This is a workshop class. Participation and attendance is essential in order for the student to receive the full benefit of the course. **If students miss more than three classes they will receive an F for this course.**

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of *<choose November, March, or June>* will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

Deductions – Lates and fails

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 20% deduction the moment the assignment is late. 10% is deducted for each week that it is late there after. The total late penalty will be deducted from the final grade of the assignment.

Fail:

A fail grade (F) is assessed to an assignment, which has not been executed to a minimum satisfactory “D” grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely redone or corrected according to the instructor’s specific instructions.

Resubmission Policy:

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student:

- An assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation
- The resubmitted project must be accompanied by the original project and the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.
- Assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked “RESUBMISSION” when submitted.
- It must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice and longer timeframe available.
- When comparing the original submission grade the student will receive benefit of the higher grade.