

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**SAULT  
COLLEGE**

**COURSE OUTLINE**

**COURSE TITLE:** Special Photography Workshops II

**CODE NO. :** PHT305 **SEMESTER:** 3

**PROGRAM:** Digital Photography and Imaging

**AUTHOR:** Brian Tremblay

**DATE:** July, 2010 **PREVIOUS OUTLINE  
DATED:**

**APPROVED:** "B.Punch"

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**CHAIR**

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**DATE**

**TOTAL CREDITS:**

**PREREQUISITE(S):**

**HOURS/WEEK:** Three

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**For additional information, please contact Brian Punch, Chair, Environment and Design  
School of Technology and Natural Resources  
(705) 759-2554, Ext. 2681**

**I. COURSE DESCRIPTION:** This will be a series of workshops covering specific situations that a photographer will encounter in real world situations. 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 overcome 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 will 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 rapport 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
9. Editorial fashion
10. Food Photography
11. Field trip
12. Assignment discussions
13. Workshoping student images

### 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:**

All assignments = 80% of the grade.

Students must complete all assignments to achieve credit for the course.

There will be 8 assignments.

Each assignment will be worth 10% each.

Attendance is worth 20% of the final grade.

The following semester grades will be assigned to students:

<b>Grade</b>	<b><u>Definition</u></b>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
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:****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 closed, the learning process has begun. Late arrivers will only be granted admission at the Instructors discretion.***

**NOTE: Class where a guest speaker or lecturer is scheduled these classes are subject to the speakers availability**

**VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.

**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 10% deduction for each week that it is late. The total late penalty will be deducted from the final grade. Eg: 3 weeks late = 30% deduction from final grade.

Maximum grade for a late assignment is "C".

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.

**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 and resubmitted within one week.

Maximum grade for a failed assignment is "C".

**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
- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the Lates and Fails section in this outline.
- 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.