



Course Syllabus Photographic Studio Management PHTC 2340

Semester with Course Reference Number (CRN) Photographic Studio Management
PHTC 2340
CRN 46610

Instructor contact information (phone number and email address) Terry Halsey
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Office Location and Hours

Course Location/Times Southwest Campus
West Loop Center
Rm 130B
Mon 6:00PM – 9:30PM

Course Semester Credit Hours (SCH) (lecture, lab) If applicable

| | |
|-------------------|-----|
| Credit Hours:: | 3 |
| Lecture Hours: | 3 |
| Laboratory Hours: | 0 |
| External Hours: | 4.5 |

Total Course Contact Hours 96.00

Credit and Lecture - 96.00; External Hours: 48 hours

Note: One hour of classroom instruction equates to a minimum of 1.5 hours of out-of-class student work may include assignments, projects, research, exam certification practice, and/or field

Example: 2 lecture, 4 lab hours

Lecture 2hrs x 16 weeks = 32 hrs

Lab hours 4hrs x 16 weeks = 64 hrs

External Hours 3hrs x 16 weeks = 48 hrs

TOTAL hours = 144 hours

Course Length (number of weeks) 16 weeks

Type of Instruction Lecture/Lab

Course Description: Photography business management, pricing, market analysis, promotion, networking, job acquisition analysis.

Course Prerequisite(s) **PREREQUISITE(S):**

- PHTC 1311

FREQUENT REQUISITES

- MATH 0306 (Basic Math Pre-Algebra)
- GUST 0341 (7th -9th Grade Reading)
- ENGL 0300 or 0347

Academic Discipline/CTE Program Learning Outcomes

1. Demonstrate ability to select and apply industry standard software
2. Design and demonstrate use of software and techniques in practical applications

3. Develop a portfolio of work that demonstrates proficiency in skills for employment
4. Present a portfolio of work that demonstrates proficiency in skills for employment.

Course Student Learning Outcomes (SLO): 4 to 7

Summarize the process of establishing and operating a photographic business; create a job qualification brief, pricing and advertising and develop a 5 year business plan. Emphasis is placed upon creatively applying assignments. Students will be expected to demonstrate time management skills and meet deadlines

Instructional Methods

Web-enhanced (49% or less)
Face to Face

Student Assignments

| Week | Assignment Due | | Discussion |
|------|----------------|-------------------------|---------------------------------------|
| 1 | 19-Jan | | Martin Luther King Day |
| 2 | 26-Jan | | Introduction CDB |
| 3 | 2-Feb | Business Identity Set | DBA Branding |
| 4 | 9-Feb | Stock Survey | Focus Group <i>Mission Statement</i> |
| 5 | 16-Feb | Stock Presentation | Focus Group <i>Business Summery</i> |
| 6 | 23-Feb | Portrait Survey | Focus Group <i>Business Identity</i> |
| 7 | 2-Mar | Portrait Presentation | Focus Group <i>The Industry</i> |
| 8 | 9-Mar | Editorial Survey | Focus Group <i>Bus Structure</i> |
| 9 | 16-Mar | | Spring Break |
| 10 | 23-Mar | Editorial Presentation | Focus Group <i>The Venture</i> |
| 11 | 30-Mar | Wedding Survey | Focus Group <i>Production Plan</i> |
| 12 | 6-Apr | Wedding Presentation | Focus Group <i>Marketing Plan</i> |
| 13 | 13-Apr | Commercial Survey | Focus Group <i>Risk Evaluation</i> |
| 14 | 20-Apr | Commercial Presentation | Focus Group <i>Financial Plan</i> |
| 15 | 27-Apr | Fine Art Survey | Focus Group <i>General Discussion</i> |
| 16 | 4-May | Fina Art Presentation | |

SCHOLASTIC DISHONESTY

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Any violation of the college's honor code will be initiated by College System officials against a student accused of scholastic dishonesty. Scholastic dishonesty includes cheating (on a test, plagiarism, and collusion). Punishment for scholastic dishonesty will include an automatic recommendation for probation or dismissal from the college.

WITHDRAWAL POLICY**Class Attendance**

Students are expected to attend classes regularly. Students are responsible for material covered during class. It is the student's responsibility to consult with instructors for makeup assignments. Class attendance is checked by the instructor.

Although it is the responsibility of the student to drop a course for non-attendance, the instructor will not drop a student for excessive absences.

A student may be dropped from a course for absenteeism after the student has accumulated absent hours of instruction (including lecture and laboratory time).

For example:

For a three credit-hour lecture class meeting three hours per week (48 hours of instruction), a student with 16 hours of absences.

For a four credit-hour lecture/lab course meeting six hours per week (96 hours of instruction), a student with 32 hours of absences.

Certain departments or programs may be governed by accrediting or certification standards that require specific attendance policies.

NOTE: IT IS THE RESPONSIBILITY OF THE STUDENT TO WITHDRAW OFFICIALLY FROM A COURSE.

Administrative drops are at the discretion of the instructor.

Failure of a student to withdraw officially **could result** in the student receiving a grade of "F" in the course. Upon course withdrawal, check the current course Schedule of courses.

HCC Grading Scale:

| | |
|------------------------------------|-----------------------|
| A = 100- 90 | 4 points per semester |
| B = 89 - 80: | 3 points per semester |
| C = 79 - 70: | 2 points per semester |
| D = 69 - 60: | 1 point per semester |
| 59 and below = F | 0 points per semester |
| FX (Failure due to non-attendance) | 0 points per semester |
| IP (In Progress) | 0 points per semester |
| W (Withdrawn) | 0 points per semester |
| I (Incomplete) | 0 points per semester |
| AUD (Audit) | 0 points per semester |

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit in non-credit and continuing education courses.

FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to being dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who are dropped from attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to lack of course without active participation is seen as non-attending. Please note that HCC will not disperse credit for students who have never attended class.

Students who receive financial aid but fail to attend class will be reported to the Department of Educational Services. A grade of "FX" is treated exactly the same as a grade of "F" in terms of GPA, probation, suspension, and progress.

To compute grade point average (GPA), divide the total grade points by the total number of semester hours. "COM" and "I" do not affect GPA.

Health Sciences Programs Grading Scales may differ from the approved HCC Grading Scale. For more information, see the "Program Discipline Requirements" section of the Program's syllabi.

Instructor's Requirements

EVALUATION Final grades will be determined by the results in the following areas:

30% A complete business plan proforma for 5 years

20% Pricing surveys - A short essay description and price survey of each of 6 areas of photography: Commercial, Editorial, Stock

20% Class participation in assigned discussions

10% Business identity set

20% A presentation of data from three of the above areas of photography

Instructional Materials

Suggested Reading

Profitable Photography Geza Szurrovay

ASMP Professional Business Practices in Photography

Best Business Practices For Photographers John Harrington

<http://hccs.edu/student-rights>

HCC Policy Statement: At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

Access Student Services Policies on their Web site:

EGLS3 -- Evaluation for Greater Learning Student Survey System

http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf

Digital Communication - Student Profile & Syllabus Acknowledgement Form



Houston Community College System • Southwest College • West Loop Campus Program: Digital Communication

Please complete & print this form upon completion. It will help your instructor become familiar with your background and course goals. This information will also help the Digital Communication Department meet your program needs.

Date

Name

Student ID

Home Phone

Cell Phone

Work Phone

E-mail

Website/URL (if Applicable)

Program Major

Current Enrolled Course

Course CRN#

What other courses are you taking this semester?

Have you completed filing a degree plan?

List your goals you hope to achieve in this class

Comments/Questions

Acknowledgement of Syllabus

REMINDER: Upon completion of the above, please PRINT and submit the form to your instructor before leaving class. Then, click to submit the form digitally.

ONLINE STUDENTS, please print an e-Copy (PDF) format, to be submitted to your instructor as an attachment.

By digitally submitting this form, I understand that I am responsible for the course content and will comply to all the course guidelines and syllabus requirements.

