Course Information:

Course Title: Business for Photographers
Credits: 3
Class Hours: 3

Course Description:

An introduction to creating a business in photography. Topics include business licensing, marketing, estimating and invoicing jobs, copyrighting, tax laws and deductions, stock photography, location scouting, and props.

Instructor Information:

Name: Emily Naff
Email: Emily.naff@nscc.edu
Office Phone: 615-353-3079
Office Location: C-115A
Office Hours: Naff_Door_S19

Required Textbook(s) & Other Materials:

Textbook(s): Best Business Practices for Photographers, 3rd ed
- ISBN-10: 1681982668

Online Resources: NS ONLINE

Additional reading assignments, assignment handouts, updated course schedule and quizzes will all be posted in the NS Online shell for this course.

Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the D2L/NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nscc.edu.
**Course Outcomes:**

Upon successful completion of this course, students should be able to:

1. Demonstrate familiarity of career options and business structures used within the industry.
2. Demonstrate knowledge of marketing strategies, including best practices for Web and social media marketing.
3. Demonstrate knowledge of pricing projects, business expenses, and bookkeeping, accounting, and legal services.
4. Demonstrate understanding of image licenses, releases, and copyright issues.
5. Demonstrate knowledge of insurance options, business licensing requirements and tax obligations.

**Course Competencies:**

- The following are detailed course competencies intended to support the course outcomes.
- Understand a business model, a business plan and value proposition
- Learn about different types of photography businesses
- Recognize trade associations in their area of interest
- Know how to set up a business with specific licenses, registrations & tax IDs
- Understand where and how to establish client relationships
- Understand the difference between retail, commercial & fine art markets
- Understand basic marketing strategies, including web and social media.
- Visualize and communicate personal and business goals
- Understand Work-for-Hire and working with assistants
- Know how to price and quote a project and close the deal
- Price a project with expenses and understand margins & overhead costs
- Understand operations including setting up a shoot, during the shoot and delivery
- Learn about different types of releases, when to use and how to obtain them
- Learn how to set up an accounting system, different types of software
- Understanding taxes for the self-employed or sole proprietor
- Be comfortable with the different forms including Schedule C, SE & 1099s
- Understand sales and use tax, how to collect and how to file a payment
- Register images with the US copyright office and understand the benefits
- Learn about the potential stock sales have for their business
- Understand the difference between Rights Managed & Royalty Free
- Be able to create and give a presentation in class
- Speaking skills, comprehension and communication skills & critical thinking
- Learn about various web tools that will benefit their business

**Topics to Be Covered:**

- Business Models
- Branding
- Working with Clients
- Starting a Business
- Pricing
- Location Scouting
- Operations and Workflow
- Copyright
- Accounting and Bookkeeping
## Course Assessments:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments and Projects</td>
<td>25%</td>
</tr>
<tr>
<td>Weekly Quizzes</td>
<td>25%</td>
</tr>
<tr>
<td>Attendance &amp; Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
</tbody>
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**Reading:** Chapters from the text will be assigned reading throughout the semester. Information from the assigned chapters will be presented as questions on quizzes and the mid-term and final exams. Please see the weekly lesson plans for specific chapters.

**Quizzes:** At the beginning of class, there will be a quiz based on the readings from the week before. This will account for 25% of your grade. Please be prepared & prompt, quiz will be given only in the first 10 minutes of class.

**Presentations:** Each student will give a 10 minute presentation followed by a 5 min Q&A in class on an assigned web site that can be used as a tool for business. These sites will be chosen in the first class, with each class beginning with a different student presentation. The goals of this exercise include:

- Research skills
- Presentation skills
- Communication skills
- Critical thinking
- Participation

**Assignments:** In addition, there will be up to 10 additional homework assignments pertaining to the subject matter being covered in class. Written assignments should be typed and submitted on time. Late work will not accepted. I expect them to be well written, using your own words and correct grammar. If you need help with this aspect of the class, there are tutors available in the Library’s Learning Center: 353-3551

**Pricing Project:** The major project for the course is a project which requires you submit professional communication and a pricing structure for a photography job. You will be expected to show your research on determining your cost of doing business and costs associated with the job.

**Midterm & Final Exams:** will be a combination of multiple choice, short answer, and discussion. Midterm and final exams will be given in class using NS Online. Exams cannot be made up unless arrangements are made prior to the exam date.

**Grading Policy:**
Student work is typically graded within two weeks. All grades are posted in NsOnline. Students who have questions about assignments and/or grades are encouraged to schedule an appointment with the instructor.
Late Work Policy & Make-up Procedures for Missed Assignments and Work:

Late work is not accepted for weekly assignments or quizzes. If you know you will be absent prior to the class meeting, contact the instructor to request permission to submit work early or make alternate arrangements to take a quiz or test. Grades for major projects will be reduced by 10 points if they are late. Projects will not be accepted more than one week late. Exams may not be made up unless prior arrangements have been made with the instructor.

Attendance Policy

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student’s final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student’s final grade.

In online courses, attendance is signaled by logging on to the D2L/NS Online shell, participating as prompted (e.g., responding to an instructor’s email, posting to a discussion board) and/or completing and submitting assignments. Campus closures do not affect attendance and assignment completion in online courses.

- More than 3 absences may result in the final grade being reduced by 1 letter grade.
- Absences are counted from the first scheduled meeting of the class.
- Students missing more than one hour of any class will be counted absent.
- Students arriving late or early will be considered tardy. Two such occurrences will count as an absence.
- The student is responsible for all assigned work in the course regardless of the reason for the missed class.
- It is the student’s responsibility to find out what is missed by looking the NsOnline Course and/or talking with other student in the class. It is not the instructor’s responsibility to contact students or make sure they received all of the missed materials.
- If you stop attending for any reason, you should officially withdraw from the course.

Grading Scale:

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<thead>
<tr>
<th>Letter Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>B</td>
<td>85-92</td>
</tr>
<tr>
<td>C</td>
<td>77-84</td>
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<tr>
<td>D</td>
<td>70-76</td>
</tr>
<tr>
<td>F</td>
<td>0-69</td>
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FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar.

FN

An FN is awarded to students who never attended class.
**Student Expectations**

- Come to class prepared. Do the reading and research.
- Participate in class activities / discussions. Not participating will rob your peers of your valuable input and will reflect poorly on your participation.
- Turn off all cell phones before coming to class. Disruption of class, whether by inconsiderate behavior and/or inappropriate behavior or electronic devices will not be tolerated.
- Maintain a professional attitude. Pay attention and be courteous in class: no side discussions, sleeping, eating, reading other material, or doing other homework.
- Food / Drink Policy: no food in the class, and only water with a screw top allowed at the center tables.

**Technology Statement**

Nashville State’s classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

**D2L/NS Online and myNSCC**

It is students’ responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

**ADA Compliance Statement**

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nscc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

**Classroom Misconduct**

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the Nashville State Student Code of Conduct policy. Please be aware that children are not allowed in class or to be left unattended on campus.

**Academic Misconduct**

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the Academic Misconduct Policy in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an “F” or a “zero” for the exercise, paper, or examination, or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

**Academic Early Alert System**

Nashville State Community College uses an Early Alert System to let students know of a faculty member’s concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student’s academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

**RAVE Emergency Alert System**
Emergency events can happen at any time and Nashville State Community College wants to be able notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at https://www.getrave.com/login/nscc to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select “Forgot your password?” and a new password will be emailed to you. Should the RAVE system indicate “user not found”, select Register and create your own RAVE account.

Inclement Weather & Campus Closings
Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nscc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy
If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.