PHO 1170: Business for Photographers

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: C115-A

Textbook:

Best Business Practices for Photographers  
2nd Edition  
By John Harrington  
ISBN-10: 1435454294

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.

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

Course Assessments:

The following performance assessments will be used to demonstrate students’ understanding, knowledge and skills:

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 5 question quiz based on the readings from the week before. This will account for 10% 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

Additional Assignments: In addition, there will be up to 10 additional assignments pertaining to the subject matter being covered in class. Written assignments should be typed and submitted on time. Late work will not be 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

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

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<tr>
<th>Percentage</th>
<th>Expectation</th>
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<tbody>
<tr>
<td>25%</td>
<td>Assignments and Projects</td>
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<tr>
<td>25%</td>
<td>Weekly Quizzes</td>
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<td>20%</td>
<td>Mid-Term Exam</td>
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<td>20%</td>
<td>Final Exam</td>
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<td>10%</td>
<td>Attendance and Participation</td>
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Grading Scale:

<table>
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<tr>
<th>Letter Grade</th>
<th>Grade Range</th>
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<tr>
<td>A</td>
<td>93-100</td>
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<td>B</td>
<td>85-92</td>
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<td>C</td>
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<td>D</td>
<td>70-76</td>
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<td>F</td>
<td>0-69</td>
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Per TBR policy, a student who does not officially drop or withdraw from a course, but receives a failing grade, will receive an “FA” if the last day of attendance was earlier than two-thirds into the part-of-term. That date equates to the last day to withdraw from the course.

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 NSOnline (Desire2Learn (D2L) course shells. Computers are available for student use at each campus during campus open hours.

Late Work Policy

If you know before class that you will be absent, you must get prior permission to submit the work early. If instructor not contacted in advance or if permission is denied, a zero will be recorded. Daily quiz grades and in class assignments cannot be made up if you are absent or late to class. Grades for projects will drop one letter grade if they are late. Projects more than one week late will not be accepted. Exams cannot be made up unless arrangements are made prior to the exam date.
**Attendance Policy**

**Attendance Policy:** You are expected to attend all classes, to be on time, and to stay until class is dismissed: absences or tardiness for any reason will affect your class performance and may result in dismissal from class.

- Absences are counted from the first scheduled meeting of the class.
- Any student arriving late or leaving early will be considered tardy. Two such occurrences will count as one absence.
- The student is responsible for all assigned work in the course regardless of excused or unexcused absences. It is the student’s responsibility to find out what is missed by looking at the online course shell and/or talking with other students in the class. It is not the instructor’s responsibility to contact students or make sure they got all of the missed materials.
- Students missing more that 1 hour of any class will be counted absent. This includes late arrivals or early departures.
- Three absences of any kind may result in a “FA” recorded for the semester grade.
- If you stop attending class for any reason, you should officially withdraw from the course.

**Student Communication Channels**

It is the student’s responsibility to check NsOnline (D2L) and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. NsOnline (D2L) contains specific course information and MyNSCC contains information important for other purposes.

**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://getrave.com/login/nscc](https://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.

**Academic Early Warning System**

Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. Please note that Early Warning Alerts do not affect a student’s academic standing.

**ADA Compliance Statement**

Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721.

**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 sanctions. Please consult your Student Handbook for more specific details.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.

Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).

Please be aware that children are not allowed in class or unattended on campus.

Academic Dishonesty (Honor Code)

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. “Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer’s Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else’s work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor’s permission, allowing someone else to copy or use your work, using someone else’s work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member’s signature.

In addition to other possible disciplinary sanctions that may be imposed 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 procedure.

Inclement Weather Policy

In the event of an inclement weather event, check the Nashville State web site home page at www.nscc.edu for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class
cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

**Notice of Right to Retain Student Work:**

The Visual Communications Program reserves the right to retain selected examples of student work for teaching purposes, promotional purposes, and as part of its permanent collection.