

**Nashville State Community College**  
**English, Humanities and Creative Technologies**  
**Visual Communications**

**Fall 2021 Master Course Syllabus**

**PHO 1170- Business for Photographers**

The purpose of the syllabus is to tell you how the course is organized, what the expectations are, and how you will be graded. In addition, there is important information about how the college will operate during severe weather and how the college will communicate with you. The syllabus is not a contract. Instead, it is meant to help you succeed in this course. If any of the content changes during the semester, you will be notified.

**Course information:**

**Course Title: PHO 1170 Business for Photographers**

**Credits: 3**

**Class Hours : Thursday 6:00 – 9:00 PM**

**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: Wendy Whittemore**

**NSCC Email: [wendy.whittemore@nsc.edu](mailto:wendy.whittemore@nsc.edu)**

**Personal Email: [wendy@aerialsoutheast.com](mailto:wendy@aerialsoutheast.com)**

**Cell Phone: 615-415-7397**

**Office Location: NA**

**Office Hours: NA**

**Room: C-124**

**Class Session Zoom Link Information (when/if needed):**

<https://zoom.us/j/94688643761?pwd=OTgraDN2TDM3OG01NHVCRzQ3OGUzd09>

Meeting ID: 946 8864 3761

**Passcode: PHO1170**

**Required Textbook(s) & Other Materials:**

**Textbook(s):** Best Business Practices for Photographers, 3rd ed

**ISBN:** ISBN-10: 1681982668

ISBN-13: 978-1681982663

Once you have registered for your courses, you should make sure you have the correct textbook and materials for each course. Before courses begin, you can do this by looking up your courses on the bookstore's website ( <https://www.bkstr.com/nsccestore/shop/textbooks-and-course-materials> ) using your A# or by entering your course information. If you are registered with the Access Center and need an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or [accesscenter@nsc.edu](mailto:accesscenter@nsc.edu)

**Digital Course Materials:** These ensure you pay less for your course materials and have easy access through D2L throughout the semester. When you registered for this course, the charge for these materials appeared on your account. If you decide you do not want to purchase the course materials embedded in NS Online, you can opt out of the program **until the end of the second week of classes**. If you opt out, you will be responsible for purchasing the required course materials on your own. For more information, please visit [www.nsc.edu/dcm](http://www.nsc.edu/dcm).

**Honors Option:** Honors credit is available in some classes. If you are interested in participating in the Honors Program, please see your instructor within the first four weeks of class.

**Course Outcomes:** At the end of the semester, this is what you should know and/or be able to do:

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 Networking, Web presence 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:** We will use the following assessments to demonstrate your understanding, knowledge, and skills:

Assignment	Percentage
Assignments and Projects	20%
Weekly Quizzes	20%
Pricing Project	10%
Attendance & Participation	10%
Midterm Exam	20%
Final Exam	20%

**Reading:** Chapters from the text will be assigned reading throughout the semester. Information from the assigned chapters will be part of discussions and presented as questions on quizzes and the mid-term and final exams. Please see the weekly lesson plans for specific chapters.

**Quizzes:** Each week will be a quiz based on the readings from the week before. This will account for 25% of your grade. Quizzes will be open book, open note, but will be timed. Prepare for the quizzes by reading the assigned text and reviewing lecture notes.

**Presentations 50 Pts:** 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.

**Assignments:** In addition, there will be at least 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 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: 615-353-3551

**Pricing Project 100 Points:** 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.

**Attendance & Participation:** For online classes, Participation will be judged by logging in on time, responses to questions in class, turning in assignments in a timely manner, having your camera on as much as possible and participating in on-line group assignments. In addition, you will schedule 1 - one on one throughout the year with the instructor.

**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:**

Grades will be posted in NsOnline Gradebook (Evaluation>Grades.) If you have a question about the grade, please contact your instructor to discuss.

Zeros will be assigned after one week of incompleteness. Points will be deducted for late and missing work.

**Grading Scale:**

Letter Grade	Percentage Range
A	93-100
B	85-92
C	77-84
D	70-76
F	0-69

### **Late Work Policy & Make-up Procedures for Missed Assignments and Work:**

Quiz grades, weekly assignments and in class assignments cannot be made up if you are absent or late to class. If you know before class that you will be absent, you must get prior permission to submit the work early. Projects/Assignments counting 10% of grade or more will only be accepted one week after the due date and, the grade will be reduced by 10 points. Exams cannot be made up unless arrangements are made prior to the exam. No exceptions will be made for medical emergencies without a note from a verifiable medical facility. Standard NSCC policies are also adhered to —provided in the content below.

### **FA**

If you stop attending class or if you are in an online class and stop submitting assignments, but do not turn in a withdrawal form by the deadline, you are still enrolled in class. You will be given a grade of FA, which means you have failed due to not attending class and not completing your assignments. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the “Last Day to Earn F for Attendance (FA).” If you stop attending your course after this date, you will receive an F.

### **FN**

An FN is awarded if you have never attended your course or done any of the work in an online course.

### **Attendance Policy**

#### **General Policy**

If you have been exposed to COVID-19 or have tested positive, you must email [virusinfo@nsc.edu](mailto:virusinfo@nsc.edu).

- *Absences in a course may affect your final grade.*
- *Tardiness may also affect your final grade.*
- *You are responsible for all work/tests that occur during any missed course session(s) regardless of reason(s) for absence.*
- *If you are not well enough to attend a course session (class), you must notify the instructor as soon as possible before the scheduled course time.*
  - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*
- *If you have an unavoidable conflict with a scheduled course session, you must notify the instructor before the course session.*
  - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*

#### **Instructor's 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 a failing grade for the class.

- Absences are counted from the first scheduled meeting of the class.

- 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.
- If you stop attending class for any reason, you should officially withdraw from the course.

**For financial aid** purposes, **attendance** is measured by participation in the course. Instructors can determine your level of participation in several ways. Some of those ways are:

- continued attendance
- participation in on-ground or virtual class sessions
- participating in D2L as prompted
- responding to an instructor's email
- posting to a discussion board
- completing and submitting assignments

### **Technology Statement**

- All classes at the College are web enhanced. "Web enhanced" means that components of the course, such as assignments and online discussions, may be located online in the class D2L/NS Online course shell and used in the course, even if the course meets in a classroom on ground.
- You must have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells.
- You may also be required to use free video conferencing platforms (examples: Zoom, Teams, etc.) for course sessions and meetings.
- You will be responsible for appropriate dress while on video. This means that you are expected to dress as if you were in a classroom.
- You will be responsible for a distraction free environment while on video. This means that the professor and others in the course should not be able to hear noise in your home, such as cell phones, TVs, or barking dogs. The best way to do this is to keep yourself on "mute" until you need to speak.
- You will be responsible for making sure your background is neutral. Keep in mind that students and professors come from all around the world, and you are all a part of our community. Therefore, please avoid having images in your background that may be offensive to your classmates.
- Certain publisher materials, such as textbook figures, may not work on cellphones and may require a laptop or a tablet.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information is available on this website: <https://www.nsc.edu/current-students/student-online-resources/access-to-internet-and-technology>.
- For help with accessing your NSCC account or issues with the shell. contact the IT department 24 – 7 at [helpdesk@nsc.edu](mailto:helpdesk@nsc.edu)

## **Computer Labs**

Computers are available for all Nashville State students to use at each campus during open hours. Open computer lab availability may vary from campus to campus.

You should check the NSCC website for current hours of operation.

## **D2L/NS Online and myNSCC**

It is your responsibility to check your email in **both** D2L/NS Online course shells and your @my.nsc.edu (student email) on a regular basis. These are the official communication channels between the college and you. You are responsible for the information communicated through these email channels. D2L/NS Online emails contain specific course information and @my.nsc.edu emails contain important information from college offices, such as Financial Aid.

## **ADA Compliance Statement**

If you need accommodations due to a disability, please do not hesitate to reach out to our Access Center. Disabilities for which you can receive accommodations include documented physical, emotional, and/or learning conditions. Nashville State is committed to supporting your success, and we encourage you to get assistance if needed. 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@nsc.edu](mailto:accesscenter@nsc.edu).

## **Classroom Misconduct**

Disruptive conduct is not allowed in the classroom. Disruptive conduct is any behavior that prevents students from learning and interferes with the ability of the instructor to teach. This may change from course to course; therefore, your individual instructors will give you guidance on what qualifies as “disruptive conduct” in their courses. 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**

You have started this academic journey to prepare for a future career. Because of this, it is important that you learn the materials being presented in your courses. For this reason, cheating, in any form, robs you of your opportunity to learn and master the material that will enable you to succeed in that future career. Nashville State has a clear [Academic Misconduct Policy](#) that you are expected to follow. In addition, your instructors will clarify what Academic Misconduct looks like and the consequences for violations in each course that you take. The instructor has the authority to assign an “F” or a “zero” for such violations or for the semester grade.

## **Copyright Statement**

Any images that students use for class assignments and projects must include clear permissions (image license) to use the images. Students will be expected to document the source of all of their images to ensure that proper rights have been secured to use the images. Using images that you do not have rights to use is similar to plagiarism and constitutes academic misconduct.

## **Academic Early Alert System**

If you are not doing well in your course, your instructor may send you an Early Alert through your @my.nsc.edu email. This email will go to your academic advisor and Student Success advisor, as well. If you get an Early Alert, contact your instructor immediately. Instructors send these when they want to help you figure out how to get extra support to pass the course. An Early Alert does not mean that you have already failed the course. Rather, it means you are in danger of failing the course if you do not change your learning strategy. Please use an Early Alert to your advantage and as an opportunity to improve your grade.

## **RAVE Emergency Alert System**

You can log in to this free alert system to receive text messages about emergencies related to NSCC campuses: <https://www.getrave.com/login/nsc>. The instructions for this are listed below.

- 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.

## **Student Wellness**

Your well-being is important to us. With this in mind, the college has several resources available to provide support when needed:

- Free tutoring: <https://www.nsc.edu/current-students/on-campus-resources/learning-center-and-tutoring>
- NSCC email, scheduling, online courses, textbooks, tech check out and support, computer labs on campuses, academic advising, financial advising, COVID-19 information and procedures on campuses: <https://www.nsc.edu/current-students/student-online-resources>
- Services that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance: <https://www.nsc.edu/current-students/on-campus-resources/student-support-services>

## **Equity Statement**

We are taking steps to become more aware of the many different needs of students. Faculty, staff and administrators are committed to helping students find ways to meet their needs so that ALL students can reach their goals. Please ask for things you need.

## **Inclement Weather & Campus Closings**

You get notices about campus closings in these places: text messages from RAVE and [www.nsc.edu](http://www.nsc.edu). Even when campuses are closed, you are still responsible for completing all assigned work. Check D2L/NS Online for a message from your instructor so you do not miss important assignments and due dates, which may change due to the campus closure.



**Class Cancellation Policy**

Our instructors post messages about cancelling classes in the D2L/NSOnline course shells and/or on the classroom door on campus. These messages can be found in the News and Content section or the Email tab in the online shell. Please check these to be sure that you take advantage of opportunities for learning and points toward your grade.

**Notice of Right to Retain Student Work**

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