

Minnesota State University Moorhead

PHO 450: Professional Business Practices in Photography

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: 2

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course addresses issues concerning photographers in the early years of their professional lives. It presents the career options and practical information they need. It explains structures and systems in the art and business worlds: the operation of art venues, funding, business issues, legal issues, etc.

B. COURSE EFFECTIVE DATES: 08/21/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Best business practices in photography
2. Electronic Portfolio Development
3. Marketing
4. Categories of photography use: commercial, editorial and retail
5. Copyright
6. Galleries
7. New markets in photography
8. Presenting yourself in a professional manner
9. Setting up a studio/workspace
10. Understanding licensing
11. Using metadata

D. LEARNING OUTCOMES (General)

1. An understanding for support services for the photographer.
2. An understanding for the steps and processes necessary in order to maintain a photography business.
3. An understanding for what is required to be a successful photographer in the applied art world.
4. An understanding for what is required to be a successful photographer in the fine art world.
5. An understanding of continued education possibilities

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted