1. General Information

1a. Submitted by the College of: FINE ARTS

   Date Submitted: 9/5/2012

1b. Department/Division: School of Art and Visual Studies

1c. Contact Person

   Name: Robert Dickes

   Email: robertdickes@uky.edu

   Phone: 257-2727

   Responsible Faculty ID (if different from Contact)

   Name: Robert Dickes

   Email: robertdickes@uky.edu

   Phone: 257-2727

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course?   No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?:   Yes [4]

2b. Prefix and Number: A-S 480

2c. Full Title: Professional Practices in Photography

 2d. Transcript Title:

2e. Cross-listing:

2f. Meeting Patterns

   SEMINAR: 3hr

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit?   No

   If Yes: Maximum number of credit hours:

   If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: A-S 480 is a seminar style class that looks at the business side of photography. Through this class students will look at different careers and business practices in the photography world. Students will work through exercises in goal setting, financial management, networking, branding, portfolio design and much more. This class is broad enough for students to feel prepared to enter numerous photographic fields after graduation.

1

2k. Prerequisites, if any: Any two photography 300 level or above classes

2l. Supplementary Teaching Component:

3. Will this course taught off campus?   No

   If YES, enter the off campus address:

4. Frequency of Course Offering: Winter,

   Will the course be offered every year?:   Yes

   If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?:   Yes

   If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?:   20

7. Anticipated Student Demand

    Will this course serve students primarily within the degree program?:   Yes

   Will it be of interest to a significant number of students outside the degree pgm?:   No

   If Yes, explain: [var7InterestExplain]

8. Check the category most applicable to this course: Not Yet Found in Many (or Any) Other Universities ,

   If No, explain:

9. Course Relationship to Program(s).

   a. Is this course part of a proposed new program?:   No

   If YES, name the proposed new program:

   b. Will this course be a new requirement for ANY program?:   No

   If YES, list affected programs:

10. Information to be Placed on Syllabus.

    a. Is the course 400G or 500?:   No

   b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached: Yes

Distance Learning Form

Instructor Name: Robert Dickes

Instructor Email: robertdickes@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1.How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?   The course is delivered in five module via Adobe Connect for synchronous virtual classroom learning and all other material (enhanced pod cast, disscussion boards, reading assignments and assesment will be delivered via Blackboard.

2.How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.   Students are given the same opportunities and materials as if they were working in a traditional classroom. We will have an assigned text for the class and lectures will be built as enhanced pod cast videos. We will have synchronous classroom discussions via Adobe Connect and asynchronous discussions through the Blackboard discussions board. Students will be required to complete their own research which can be done via internet, libraries, and distance learning library. Finally students will be assest via quizes on the Blackboard system and assignments (written) turned in through Blackboard.

3.How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.   The class integrity is similar to any other course. The base of the class environment is protected via the Blackboard system. Assignments have a personal nature and can not simple be copied from other sources. Students turn in work via the Blackboard system either for discussion in the disscusion boards or privatly through the assignments. All quizzes will be given on the Blackboard system with rotating questions which prevent students from working together.

4.Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?   No

If yes, which percentage, and which program(s)?   N/A

5.How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?   Students will have access to the instructor for live office hours via Skype by set hours or appointment. Library service are handled through the Distacne Learning Library should a student need library services. All other needed services should be available via internet.

6.How do course requirements ensure that students make appropriate use of learning resources?   Students are guided through information or resources sections of each module, then they are sked to go outside the course shell to find examples of what other professionals have done, create their own artifacts and documents based off of multiple examples and bring these back to the class for further discussion and critique. Some resources are given to students; i.e. American Society of Media Photographers web site and book, while others are left for students to find on their own within their own research. In some cases students may want to use library resources to do this and have access to both on campus and distance learning libraries.

7.Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.   No access is need for this class other then internet access.

8.How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?   Technical issues are discussed in the syllabus as well as on Blackboard. Students may contact instructor or help desk concerning any technical difficulties. Students have the option of communicating via phone, email or Skype.

9.Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?   YES

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.   N/A

10.Does the syllabus contain all the required components?   YES

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

   Instructor Name: Robert Dickes

   SIGNATURE|GMASC1|Geraldine Maschio|College approval for ZCOURSE_NEW A-S 480|20121005

   SIGNATURE|JMETT2|Joanie Ett-Mims|Undergrad Council approval for ZCOURSE_NEW A-S 480|20130502

   SIGNATURE|RJENS1|Robert W Jensen|Dept approval for ZCOURSE_NEW A-S 480|20120803

Course Syllabus

A-S 480   Professional Practices in Photography

Save This Syllabus

This syllabus contains crucial information about this class and your responsibilities. This syllabus is our contract between student and instructor. I intend to stick closely to the syllabus, but reserve the right to make changes. Be sure to check it daily and complete all requirements before each class.

Mission Statement

The College of Fine Arts embraces the concept that the arts are essential to the life of the individual and the community, and express this through a dedication to the scholarly research, creative experimentation, performance, and exhibition.

Course Information:
- Course#: A-S 480, Professional Practices in Photography
- Meeting Time: Every Thursday 6pm-8pm
- Location: Adobe Connect
- Professor- Robert Dickes
- Email- robertdickes@uky.edu
- Skype- rmdick3
- Virtual Office Hours- T/Th 8am-10am & by appointment
- Office Location- Reynolds Building room 132B

Course Description: A-S 480 is a seminar style class that looks at the business side of photography. Through this class students will look at different careers and business practices in the photography world. Students will work through exercises in goal setting, financial management, networking, branding, portfolio design and much more. This class is broad enough for students to feel prepared to enter numerous photographic fields after graduation.

Required Text: *Best Business Practices for Photographers by John Harrington*

Suggested Text: *The Fast Track Photographer Business Plan by Dane Sanders*
ASMP Professional Business Practices in Photography by ASMP

Course Objectives:
1. Students will gain a better understanding of the photographic industry and what careers there are for emerging photographers.
2. Students will begin to develop business tool to help them in their future.
3. Students will gain effective abilities to critically analyze, discuss and write about their future endeavors in the professional world.
4. Students will gain an understanding of the importance as well as develop their own corporate identity or branding.

Learning Outcomes:
Students will show an understanding of the photography industry, professional development, networking and how to attain goals along with creating professional working documents, legal forms, and business identity. As part of this process students will:
- Define and distinguish different areas with the photographic industry and recognize career paths within each of these areas.
- Apply the logic, laws, or constraints of the area of study, (e.g, "out of the box" thinking, or the masterful, elegant treatment of given rules or forms).
- Demonstrate the ability to creatively adapt the arts and the business world into a singular strategy to personal and professional success.
- Develop professional documents for business practices including: branding, legal, financial, and communications.

Attendance Policy:
Since this is primarily an online class, attendance is based on synchronous meetings done via Adobe Connect and timely participation with discussion boards. Students will be deducted one letter grade for each unexcused missed class connect session.

Grading Opportunities & Procedures:
- Grading opportunities for this course are comprised of quizzes, technical writing assignments, and creative writing assignments.
- Late submissions will be penalized 1 letter grade per day that it is late.
- Late work may only be turned in for one week after the due date.
- Each project will have a specific rubric detailing the critical elements of that assignment.
- Midterm and Final grades will be given via the Blackboard and myUK.

90%-100%=   **A**, exceptional achievement, above and beyond course requirements
80%-89%=   **B**, high achievement, in fulfillment of all course requirements
70%-79%=   **C**, adequate achievement, met basic course requirements
60%-69%=   **D**, bare minimum engagement with course requirements and difficulties
59% and below   **E**, failure to fulfill basic course requirements

Your final grade will be determined according to these factors:
20%= Technical Writing Assignments
20%= Creative Writing Assignments
20%= Quizzes
20%= Participation
20%= Final Portfolio

Grading Policy

Grades are essentially a gauge to let you (the student) know how you are doing in a particular class and/or on a specific project. There are many variables that I consider when grading your assignments. Grading can be a very difficult (and time consuming) aspect of teaching, a duty I take seriously. The homework and discussion topics I assign are meant to introduce (expose) you to the various dynamics and theories of art through history.

The variables I consider when evaluating your homework and discussion responses are as follows:

1. How much time and effort did you put into your reading and research?
2. Did you follow all the directions for the assignment?
3. Did you put the homework response into your own words?
4. How hard did you challenge yourself with the assignment?
5. Was your assignment well written, researched and thought out?
6. Did you meet all deadlines for the assignment?
7. Did learning occur from your research into the specified topic?
8. Did you show original and creative thought within your project?

Contrary to the belief of most students a 75% is considered an average grade. The main differences between a C and a B are the incorporation of specific details, examples, research and creativity. The main difference between a B and an A is the original and creative thought and effort you put into your work. I like to see good solid research beyond my posted notes and lectures. This helps you truly consider your possibilities and generate more original and creative thoughts.

As you can see… there are numerous variables for me to incorporate and consider. With over twelve years of teaching experience, I perform some of these assessments in an intuitive manner based on prior student performance and experience.

Finally, I am a human being and as of such I may make a mistake from time to time or get tunnel vision while grading numerous assignments. I am always willing to discuss a particular grade with you if you have a reasonable concern or question. Before you contact me concerning a grade all I ask is that you ask yourself the above questions as they relate to my grading parameters. If you truly feel that the grade is inconsistent with my variables please contact me about it. If I have made a mistake I will change the grade.

Expectations of the Students: This is not your traditional art studio class. As an online class most of the work is for you to do at your time of choosing. Do not fall too far behind. This class is broken up into five modules: Education, Industry, Entrepreneurship, Finance & Lawyer and Portfolio. Each module is designed to be done in a specific order; *Learning:* a recorded lecture followed by readings, video pod cast, other resources and then *Assessment:* projects, discussion boards, and quizzes. Each week will begin with a recorded lecture followed by your learning and assessment activities and then we will discuss what we are doing in the live meeting on Thursday night. Give yourself plenty of time and remember that you will get out of this course what you put into it.   You are expected to give creative, original and professional thought to each project and turn in only the highest quality work. Pay particular attention to deadlines and every last assignment detail. All writing (papers, projects, discussions and emails) should be written in a professional manner and be proof read as well as spell checked.

Expectations of the Professor: As this is an online class, my role as your instructor might look a bit different but is still the same. You should feel my presence on a daily basis within the online classroom environment. This presence will be in the form video pod cast, discussion boards and assessment critique. You can reach me through email any time or more personal attention during office hours through Adobe Connect. You should expect all projects to be graded within 48 hours of due date.

Academic Integrity: Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff, and fellow students. In speaking with members of the college community, students must give as accurate representation of the facts at hand. In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. <u>Any work that is not a product of the student's owns efforts during this semester is considered dishonest.</u>

Quizzes: At the end of each learning module you will be given a quiz through the Blackboard system. Each quiz will have a limited time window and will be multiple choice and short answer questions. These quizzes will combine to comprise 20% of your grade.

Student Accommodations: If you are a student in need of accommodations, please inform the instructor within the first 3 weeks of class. The Disability Resource Center certifies the need for and specifies particular accommodations on a student-by-student basis. For additional information, contact Jake Karnes at 257-2754 (Disability Resource Center) or refer to www.uky.edu/StudentAffairs/DisabilityResourceCenter/.

Technical Problems and Complaints: Should you need technical assistance with anything we are using in this course you should contact the instructor as soon as possible along with one of the following campus resources. We will do everything we can to fix your issue as soon as possible.

Campus Resources:
  Help Desk- [http://www.uky.edu/UKIT/; 859-218-HELP](http://www.uky.edu/UKIT/)
  Distance Learning Programs- http://www.uky.edu/DistanceLearning/
  Distance Learning Library- http://libraries.uky.edu/DLLS

Technology Requirements:
  Hardware: ◆ A capable computer 1G Ram
      ◆ Headset with microphone
  Software: ◆ Microsoft Office (available free through https://download.uky.edu/)
      ◆ PDF reader, such as [Adobe Acrobat Reader](#)
      ◆ Adobe Master collection or other layout and editing software
  Internet: ◆ [Firefox 3.6](#) or current
      ◆ DSL, Cable or any high-speed connection
  Apps: ◆ [Java](#)
      ◆ [Flash](#)
      ◆ [Skype](#)

  A printer capable of color printing
  Office supplies: Three ring binder, paper, pens, CD's, Labels, Envelopes, Etc.

Class Calendar

Module 1- Education

Week 1
- ◆ *Lecture- Getting Started (A)*
- ◆ School, Workshops, Internships, Conventions
- ◆ Networking and Resources
- *Thursday- Live Meeting (S)*

Week 2
- ◆ *Lecture- The Price of Doing Business & Dream On (A)*
- ◆ Equipment Purchasing, ProGrade vs ProSumer, Renting & Leasing
- ◆ Technology- Computers, Scanners, Printer, Etc.
- ◆ Goal Setting- Career & Personal
- *Thursday- Live Meeting (S)*
- Quiz 1

Module 2- Industry

Week 3
- ◆ *Lecture- Real Life Photography (A)*
- ◆ Options- Arts, Journalism, Commercial, Retail, Non-Traditional
- ◆ Organizing a Photo Shoot
- *Thursday- Live Meeting (S)*

Week 4
- ◆ *Lecture- Climbing the Ladder (A)*
- ◆ Breaking In- Internships, Assisting, Fulltime vs. Freelance
- ◆ Markets, Self-Promotion, Moving Up the Ladder
- *Thursday- Live Meeting (S)*
- Quiz 2

Module 3- Finance & Legal

Week 5
- ◆ *Lecture- Money Makes the World Go Round (A)*
- ◆ Checking, Credit, Savings, Retirement
- ◆ Developing a Business Plan
- *Thursday- Live Meeting (S)*

Week 6
- ◆ *Lecture- Getting Started (A)*
- ◆ Start-Up- Finding Investors and Business Loans
- ◆ Financials- Rent, Lease, Own, Insurance, Health, Etc.
- *Thursday- Live Meeting (S)*

Week 7
- ◆ *Lecture- The Value of the Dollar (A)*
- ◆ Negotiating Rates- What is Your Time Worth
- ◆ Selling vs. Licensing
- ◆ Copyright, Contracts, Invoicing, Getting Paid
- *Thursday- Live Meeting (S)*

Week 8
- ◆ *Lecture- A Shoulder to Lean On (A)*
- ◆ Building a Team- Accountants, Managers, Lawyers, Representatives, Assistants, Stylist, The Entourage
- *Thursday- Live Meeting (S)*
- Quiz 3

Module 4- Entrepreneurship

Week 9   ◆ *Lecture- The Ins and Outs (A)*
- ◆ Types of Business- Proprietary, Partnerships and Corporations
- ◆ Goal Setting for Your Career

Thursday- Live Meeting (S)

Week 10   ◆ *Lecture- Keeping Your Doors Open (A)*
- ◆ Opening A Studio
- ◆ Marketing, Networking, Wining & Dining

Thursday- Live Meeting (S)

Week 11   ◆ *Lecture- Expanding Out (A)*
- ◆ Pro Bono- Why, What & How
- ◆ Expending Opportunities- Video, Framing, Copy Work, Books & Journals, and Teaching

Thursday- Live Meeting (S)
Quiz 4

Module 5- Branding

Week 13   ◆ *Lecture- Who You Are (A)*
- ◆ Branding- Developing Your Image
- ◆ Identity in Print & Online

Thursday- Live Meeting (S)

Week 14   ◆ *Lecture- Who You Are-part 2 (A)*
- ◆ Branding- Your Complete Image
- ◆ Organizing and Bring it all Together

Thursday- Live Meeting (S)

Week 15   ◆ *Lecture- Pulling it All Together (A)*
- ◆ Final Portfolio

Meet in person- location to be determined
Quiz 5

<u>Notes</u>
*(A)= Asynchronous Meeting
*(S)= Synchronous Meeting
Our last class will meet together to share our business ideas and portfolios