

**Collin College - Continuing Education
COURSE SYLLABUS**

COURSE INFORMATION

Course Number: PHOT 6935

Course Title: Presenting and Marketing Your Photographs

Course Description: Evaluate types of advertising media and marketing approaches for promoting and selling photographic work; produce promotional plan, portfolio and web gallery

Suggested Course Prerequisite(s): Digital Photography – Advanced Skills

Course Resources: Textbooks (optional):

Successful Self-Promotion for Photographers (Expose Yourself Properly)
Author: Elise Weissberg Publisher: Watson-Guptill Publications
ISBN: 978-0-8174-5296-0

Photo Portfolio Success (A Guide to Submitting and Selling Your Photographs)
Author: John Kaplan Publisher: Writer's Digest Books
ISBN: 978-1-58297-210-7

Professional Business Practices in Photography
Publisher: Allworth Press
ISBN: 978-1-59226-497-9

Student Learning Outcomes:

Describe types of advertising media; list advantages/disadvantages of advertising media; plan a basic promotional campaign; identify portfolio-suitable photos; produce portfolios; create mailing pieces; create web gallery.

Certification Notes: N/A

Next course recommendation: Building a Photography Business.

Lesson Plan – by week or session:

Session 1: Overview

Edit to Win
Portfolio Types

Session 2: Print Portfolios

Online Portfolios
CD Portfolios and Multimedia

Sessions 3: Slide Portfolios

Photojournalism
Freelance Work

Session 4: Wedding Photography

Nature and Wildlife
Exhibitions and Fine Art
Self Promotion and Future Growth

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance.

Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Refund Policy: Please refer to www.collin.edu/ce/infoRegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act:

Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.