

**Collin College - Continuing Education
COURSE SYLLABUS**

COURSE INFORMATION

Course Number: PHOT 7340

Course Title: Photographing High School Seniors

Course Description: Development of digital photography skills with emphasis on high school senior portrait photography. Building client relationships, creating profitable business plans, marketing to high school seniors and their parents, portrait photography skills including natural light techniques, posing, camera equipment, and in-person sales techniques will be discussed

Suggested Course Prerequisite(s): Digital Photography – Advanced, or a knowledge of working in manual mode Adobe Lightroom (Recommended, not required).

Course Resources: Textbook(s): N/A

Student Learning Outcomes:

Build a business model to generate profits by shooting primarily high school seniors. Using your camera in manual mode, create eye-appealing portraits using natural light methods. Present work for review in class. Practice in-person sales techniques.

Certification Notes: N/A

Next course recommendation: Photographing People, Adobe Lightroom, and Adobe Photoshop.

Lesson Plan – by week or session:

1. Overview of the high school senior photography market in the area, discuss business models, and marketing techniques.
 2. Shooting high school seniors—using manual mode, posing, natural light techniques.
 3. In-person sales techniques—role play and practice selling, and discussion of products to sell.
 4. Senior Photographer Panel—local senior photographers will answer all your questions about their businesses.
 5. Editing in Lightroom using free-hand and presets.
 6. Overview of the course, and class discuss of where their businesses are heading.
- More shooting if necessary

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.