

— Course Guide / Syllabus—

Photo 220: The Business of Photography (Online, 8-Week)

College of the Canyons • Fall 2023

Welcome to Photo 220: The Business of Photography

This class will help you build a personal business plan that considers the needs of working as a specific type of professional photographer in the genre that most interests you (portrait, wedding, product, etc.). Your plan will include topics such as: how to organize your business, market your services, calculate the cost of producing a shoot, prepare a quote, account for income and expenses, protect against financial loss, decide whether to invest in studio space, and plan for retirement.

This 8-week course compresses an entire semester into half the time. To be successful, plan on investing 6–8 hours weekly in your work (online activities + development of your business plan).

Meet Your Instructor: Syl Arena



Syl rhymes with “Bill.” It’s short for “Sylvester,” which was my dad’s dad’s name. Feel free to call me “Syl.” My wife and I first met when we were young children (she literally was the girl across the street). Last spring, Amy and I celebrated our 32nd wedding anniversary. We have three sons and have lived on the Central Coast for 25 years.

I hold both an MFA in Visual Art (Lesley University, Cambridge, Massachusetts) and a BFA in Studio Art (University of Arizona, Tucson, Arizona).

My passion for photography started 50-ish years ago during grade school. My eclectic work ranges from environmental portraits and commercial projects to non-representational art and video. You can visit my portfolio archive Projects.SylArena.info, my artist site SylArena.com, and [my Instagram](#).

I have taught photography for many years around the US and in Brazil, Canada, Cuba, and Dubai. I am the author of two popular books on photographic lighting: [Lighting for Digital Photography](#) and [Speedlitter’s Handbook](#). NOTE: We will not be using either of these books in this course. I mention them only as background.

I am an experienced online instructor. I originated the online photography courses for West Valley College (Silicon Valley) and Cuesta College (San Luis Obispo). I earned both of the certificates offered by the [Online Education Initiative](#): the *Certificate in Online Teaching & Design* and the *Advanced Certificate in Online Teaching Principles* and participated in the pilot of the *Peer Online Course Review* program at West Valley.

Contact Options / Response Time

- **Email**—Syl.Arena@canyons.edu Email is the best way to reach me.
- **Canvas Conversations (Inbox)**—After the course starts, you may contact me using the Inbox within Canvas. Based on my Notification settings, I receive all Canvas messages via email; so you do not need to contact me via both methods.
- **Response Time**—Expect to get a response within one school day. Do not wait until the last minute! For messages sent prior to 8:00pm Monday–Thursday, I will do my best to reply the same day, but may not be able to until the following day. Messages sent on Friday and over the weekend will be responded to on the next school day.

Student Success Meetings (Office Hours)—Via Zoom or On-Campus

Student meetings are private and confidential. If you have questions about your camera, Lightroom, or any aspect of the course, schedule a meeting by sending [me a message](#).

If you want to connect via Zoom, please share several days and times that work for you.

If you want to meet on the Valencia campus, my walk-in office hours are Tuesday, 1:00p–2:00p in Mentry 318. ([Valencia campus map](#)).

Class Specifications

- **Section #** 71197
- **Dates:** Monday, August 21, 2023 to Saturday, October 14, 2023 (Early bird access opens Aug 19.)
- **Duration:** 8 weeks. You will complete a full semester's work in half the time. This requires twice the work each week, when compared to a 16-week course.
- **No mandatory class meetings.** You must submit assignments by weekly due dates.
- **Prerequisite:** None.

Important Dates

- Aug 31—Last day to drop (no “W” on transcript)
- Oct 2—Last day to withdraw (“W” on transcript)
- Oct 14—Last day to submit / resubmit work
- [COC Student Calendar](#)



Course Overview

Align Your Path With Your Goals

Goal: Transfer to 4-year college—Consider COC’s [Associate of Art degree in Photography](#). The AA degree requires that you complete general education requirements and a core group of photography courses in preparation for transfer to a bachelor’s degree program elsewhere. [Example: [CalARTs transfer agreement with COC](#).]

Goal: Work in professional photography—Consider COC’s [Certificate of Achievement in Commercial Photography](#). The certificate requires that you complete a wide range of photography courses that prepare you to seek employment opportunities.

Goal: Learn / expand basic camera skills—If you are a recreational learner and prefer not to engage in the rigor of typical college-level activities, consider COC’s [non-credit courses in photography](#).

More details on COC’s photography courses—See the [COC Photo Department website](#).

Academic Counseling—COC offers great support when deciding which courses best fit your needs. Check out the resources or schedule an appointment at the [Academic Counseling Office](#).

Deciding If Photo 220 Is Right For You

AA Photography—This course satisfies an elective option. See the [Photography AA Program Mapper](#).

Commercial Photography Certificate—This is a required course. Review the [Photography Certificate Program Mapper](#).

General Education Requirement—This course can be used for an elective option that accepts “any 100-level course or higher in any department.” Check the details of your program and confirm with the [Academic Counseling office](#).

Community Learner—This is an intense, college-level experience. If you would prefer a non-graded experience, consider COC’s [non-credit courses in business](#).

COC Photo Department Website

You will find many resources about our Photo program and the greater world of photography on our [department website](#).

This Course Does Not Require The Creation Of Photographs

This course focuses on the business aspects of working as a professional photographer. It does not require the production of new photographs. You will be asked to present a few portfolio-quality works that you have already created.

Typical Activities for This Course

- **Online readings and videos**—Each week you will have new information to study that is presented as online readings or videos. You must commit to engaging with these materials each week.
- **Research**—You will explore and collect informative resources from the web. Examples include websites that contain design ideas you like and ways that photographers present their pricing.
- **Class discussions**—Most weeks you will have a required online discussion in which you will share your insights and thoughts with your classmates. Civility and kindness are expected at all times. NOTE: Abusive posts will result in dismissal from the course.
- **Business planning**—You will draft several elements for your business plan in this course. While you will not have a polished plan at the end of our eight weeks, you will have made a great start.
- **Weekly Check-In**—Your final assignment each week is to complete a self-reflection in which you consider what is working well and what could be changed.
- **Other activities**—The above represent the main activities that will be assigned over the course of the semester. Other activities will be assigned on an intermittent or one-time basis.

Accelerated Schedule / Plan On 6 to 8 Hours Each Week

This course runs on an accelerated 8-week schedule. The normal semester runs 16 weeks. So, you will earn the full 3 units of credit in half the time.

The pace of this course is intense...twice as intense as the full-semester version.

To achieve the expectations of the [Course Outline of Record](#), commit to investing 6–8 hours each week. This includes time for online study, independent research, updating your business plan, and posting your work online. Your time requirement will vary based upon your own level of experience with computers and familiarity (if any) with basic business concepts.

If you are not prepared to work 6–8 hours each week on this course, consider postponing this course until you have the necessary time in your schedule.

COC Catalog Description

“Introduces the business of photography, including training and strategies in creating a studio space, marketing plans, building clientele, contracts and forms, creating portfolios and pricing.”

Course Objectives

1. Compare and contrast the different forms of photographic businesses.
2. Analyze business opportunities and markets for various site locations.
3. Evaluate and employ varied strategies in building clientele.
4. Develop and assess business-marketing skills as applicable to a photographic business.
5. Differentiate and compare appropriate vendors needed for production.
6. Identify and develop business contracts and forms utilized in the photographic industry.
7. Appraise financial and business risk within the scope of a photographic business.
8. Explain the use of business software.

Student Learning Outcome

- Analyze, distinguish, and develop the essential skills required to operate a photographic business, including basic understanding of industry contracts, forms, and marketing.

Course Outline of Record

You may view the Course Outline of Record on [eLumen](#). Select “Photography” in the departments column to start. Then select “PHOTO220” under courses. Finally, click “Course Outline Report.”

Technology

Basic Business Apps

To complete the assignments for this course, you will need access to a few basic apps:

- *Word Processing*—Microsoft Word or Google Docs
- *Spreadsheet*—Microsoft Excel or Google Sheets
- *Design*—[Canva](#) (not the same as Canvas) or [Adobe Express](#)

On-Campus Computers

If you’re on-campus and want to use a COC computer to work on your assignments, you can head to the ASG Computer Lab in the Student Center ([ASG lab location & hours](#)) or The Learning Center ([TLC lab location & hours](#)).

To use a COC computer, you will need to have your work in a cloud storage account or on a [USB flash drive](#).

Free Printing In ASG Computer Lab

Every week, you can print 80 b/w and 50 pages in color FOR FREE in the ASG Computer Lab ([ASG lab location & hours](#)). Printing in the library or TLC is not free.

No Textbook Required

There is no textbook *required* for this course. Instead, your success with the course material will depend upon how much time you engage with the online resources in Canvas.

Typical Course Sequence

Weekly Modules Publish on Saturdays

- Aug 19—Week 1: Orientation & What Type of Photographer Do You Intend To Be?
- Aug 26—Week 2: How Will Prospective Clients Find and Choose You?
- Sep 2—Week 3: Who Owns Your Photographs?
- Sep 9—Week 4: How Will You Protect Your Income and Assets?
- Sep 16—Week 5: What Is The Real Cost Of Being In Business?
- Sep 23—Week 6: How Should You Contract For Your Services?
- Sep 30—Week 7: Will You Have To Work Forever?
- Oct 7—Week 8: Wrapping Up Photo 220!
- Oct 14—Last day of term. All work and revisions due.

* Aug 19 is early bird start for course (provides a bit more time). Official start is Aug 21.

You will have one week to complete most assignments. To provide a bit of extra time, the weekly modules publish on Saturday, which gives you eight days to the Sunday due dates that follow.

Note: Assignments and modules may change during the term.

Success With Online Education

Internet Access = Getting To Class

This course is conducted entirely online. So, having reliable access to the Internet is essential. You will watch many online videos for this course. If you can watch YouTube without growing impatient with your connection speed, then your Internet access is fast enough.

Canvas Student Mobile App—Use Large Screens When You Can

You will be more successful if you routinely engage with this class via a laptop or desktop computer. Frankly, the larger your screen, the happier you will be while working on your photo assignments. As you have likely experienced already, viewing a photo on a small screen is not the same experience as viewing it on a large screen. The same is true for photographic prints, of course.

If you must engage with Canvas via a mobile phone or tablet, I strongly encourage you to use the Canvas Student mobile app. It's available for [Apple iOS](#) and [Android](#) devices.

Getting Started With Canvas LMS

COC uses Canvas as its learning management system (LMS). If you have not worked with Canvas before, explore these resources:

[Canvas Student Guide: Getting Started](#)

[Canvas Browser & Computer Specifications](#)

[Setting Notifications In Canvas](#)

[COC Canvas Student Orientation Videos](#)

Weekly Modules

Each week's content will be organized in a module. A new module will be published each Saturday. Most of the assignments for that module will be due on Sunday of the following week—meaning that you will have 8 days to complete each module. Some assignments have mid-week due dates. So you should check out each new module as early as you can.

To use Modules as a table of contents for the course. 1. Click on “Modules” in the course navigation menu. 2. Expand a specific module by clicking on the triangle at the left on the header bar. To stay focused, you are encouraged to keep the other modules closed (also by clicking on the triangle.)

Regular Effective Contact

Regular and Effective Instructor Contact will be met through weekly instructor-initiated threaded discussion forums; weekly announcements to students; timely and effective feedback on student assignments; email, phone or messaging to individuals; and virtual office hours.

Your Well-Being

Management of Stress & Mental Health

In our current moment, the pressure on students is significant. You likely are juggling academic goals, family obligations, stressed relationships, and employer expectations. The faculty and staff of College of the Canyons are here to help you succeed. We care about your emotional and physical health.

A broad range of confidential student services, including counseling and mental health services [are available on campus](#). You may get more information by walking into the Student Health Center in the Student Services Building (across from the bookstore on the Valencia campus, [Valencia campus map](#)). At the Canyon Country Campus, the Health Center is in 1B adjacent to Administration, Admissions and Records. [Canyon Country campus map](#).

You may contact Student Health via phone 661-362-3259 or email studenthealthcenter@canyons.edu.

New: 988 National Suicide & Crisis Lifeline, dial 988.

You are encouraged to enter the new 988 Suicide & Crisis Lifeline into your phone. Use it when you, or someone you know, is having thoughts of suicide or is in severe mental distress. This [new, nationwide service](#) replaces the National Suicide Prevention Lifeline number (1-800-273-8255).

You can also use the Crisis Text Line: Just text “Courage” to 741741. Someone will get back to you immediately. Its free, 24/7, and confidential.

Finally, check out [Be The Difference SCV](#) for mental health resources in the Santa Clarita Valley Area.

BaNC: Food, Clothing, Housing Assistance

CoC's Basic Needs Center (BaNC) provides the following services at no cost:

- Food - grab & go snack items, single serve items, and canned goods
- Clothing - seasonal clothing and business attire for interview
- Personal hygiene products
- CalFresh & Medi-Cal sign up and assistance
- Housing referral assistance.

On the Valencia campus, the BaNC is located in the Student Center (STCN-123). Hours are Mon-Thu 9a–6p and Fri 9a–1p. On the Canyon Country campus, the BaNC is located in Quad 204. Hours are Mon-Thu 9a–6p and Fri 9a–1p. For more information: [BaNC webpage](#) or email banc@canyons.edu.

Academic Counseling Services

COC's Counseling Services provides a wide range of services for students, including academic and career counseling. For more information, see the [Counseling Office site](#).

The Learning Center—Tutoring

The Learning Center (TLC) provides tutoring assistance to current COC students seeking to supplement classroom instruction to reach their educational goals. TLC provides Online LIVE! Tutoring via Zoom, Tutoring by Appointment, and On-Campus Face to Face! Tutoring. [TLC site](#).

Learning Differences and Accommodations

College of the Canyons is here to support you, and we want to make all learning experiences as accessible as possible. This course uses Canvas as an accessible Learning Management System and course materials have been created with ADA compliance in mind.

If you think you may run into academic barriers because of a learning difference (including permanent disabilities or chronic or temporary medical conditions), please let me know so we can privately discuss your options.

CoC's [Academic Accommodation Center](#) (ACC) is responsible for arranging reasonable accommodations for all qualified students with a documented learning difference. The process for obtaining reasonable accommodations is an interactive one that begins with the student initiating contact with the ACC.

Student Alliance Groups at COC

Alliances are not clubs, they are affinity groups where students learn to navigate college, connect with faculty and staff mentors meet with counselors/financial aid advisors and other resource specialists, and discuss issues in a safe and brave space.

Groups include:

- Adult Reentry Alliance (ARA),
- Asian American and Pacific Islander Alliance (AAPI)
- Autism Social Alliance
- Black Student Alliance
- Gender Sexuality Alliance
- Latinx Alliance

- Native American and Indigenous Alliance
- STEM Equity Alliance
- Trans Alliance
- Veterans Alliance Organization (VALOR)

For more information and contact options, please see the [COC Alliance page](#)

Course Policies

Mandatory Online Orientation & Participation—Week 1

Plan on accessing our course in Canvas on Monday, August 21, 2023 via COC.instructure.com. To maintain your seat in the class, complete the orientation module during Week 1. If you do not complete the required activities in the orientation module, you will be dropped from the course without further notice. *Note: early-bird access to the Orientation will open on Saturday, Aug 19.*

This Course Welcomes All People As They Are

Our classrooms, studios, and labs are safe spaces for all voices and bodies. Diversity is a strength in the classroom, particularly in relationship to Art. Because Art is a language, our goals should be to communicate openly and honestly, and it is imperative that all participants feel comfortable to express our ideas freely. A commitment to diversity is an active experience and we are committed to fostering an inclusive space where students feel comfortable to respectfully engage with each other, support each other, and grow intellectually.

This Course Welcomes All Viewpoints

As you pursue your higher education it should be noted that an academic environment is based on free and open inquiry and is essential to the well-being of a student's education as an adult learner. Similar to many college level courses, we may examine potentially controversial subjects.

It is expected that you may view artwork that will include frank consideration of what might be categorized as mature: provocative, emotional, controversial, violent, or sexual in nature. These are subject matters that artists have dealt with for millennia. Themes such as these are also found in the academic areas of human sexuality, religion, and politics.

If you are a student who, for whatever reasons, may have strong personal reservations about participating in the free and open inquiry into such academic areas of discourse, I am happy to have a private conversation to help you decide whether or not you will continue with the class. Otherwise, please be prepared to listen openly and contribute to class discussions respectfully.

COC Academic Freedom Policies

For COC's full statement on Academic Freedom, see [COC 2023-2024 Catalog, pg. 356](#)

Academic Freedom and the Faculty

“Academic freedom in the course of instruction means that faculty members teaching in the District have the prerogative to present and explore all issues relevant to their disciplines which contribute to the education of students regarding the substance of each course's content and the student learning outcomes.”

Academic Freedom and Students

“By accepting an academic course of study within the College system, students accept the principle that they will study in an environment that is designed to present the fullest range of

academic insight in the subjects they are enrolled in, including contemporary and historical perspectives, and open, thoughtful examination of differing points of view in pursuit of knowledge within general and specific fields of study.

“Academic freedom allows students to take reasoned exception to the concepts and conclusions presented in any course of study. Students are, however, responsible for learning the content of any course in which they are enrolled, and can expect to be tested on their knowledge of such information.”

My Equitable Grading Philosophy

You and I share the responsibility for your success in this course. Beyond designing the course as a series of guided experiences that prepare you to achieve the objectives and outcomes described above, I am committed to providing individualized support that facilitates learning in the manner(s) most relevant to you. Your responsibilities include making a consistent and sincere effort to be successful in this course and to communicate with me when you face challenges that impact your success.

Grades are a necessary part of this course. They serve to help you understand how your skills are developing and how much of the information you understand. Grading will not be a mystery and should not be a source of stress. If you get stressed by grades, get in touch. Let’s talk about it.

My criteria for grading will be presented in a rubric for every assignment. Use these rubrics as a step-by-step checklist for what you are to do. I encourage you to review them before starting your work and again before submitting your work.

I accept that not every student defines academic success as earning an A. For some, earning a C is the threshold of success. Know that I will remain non-judgmental and support your efforts to achieve academic success as you define it.

Scoring of Assignments / Feedback

I strive to score assignments within one week following submittal. If assignments are not scored in the stated time frame, an announcement will be sent out to all students.

For assignments submitted online, you will find that I provide written or video comments on your assignments. Please take the time to review these comments. They are intended to help you grow as a student. Also, you may reply to my comments. Resource: [Canvas Student Guide—How Do I View Assignment Feedback From My Instructor](#).

Reworks / Resubmission

If I feel that you are capable of delivering a higher quality of work for a project, I will ask you to consider reworking an assignment and resubmitting. Whether you do, is your choice. Likewise, if you feel that the score you earned does not represent your ability, get in touch to talk about a rework. I am willing to reward continued growth and development over the semester.

Generous Late Work Policies

You will always earn points for submitting work—even if the work is significantly late. The last day to submit late work is the last day of the term. You do not need permission to submit late assignments. Submit them as soon as you can.

I seldom impose penalties for late work...but may if there’s a repeated pattern without explanation. Late work may be assessed a penalty based on a percentage of total points possible for the assignment. The percentage is based on when you submit your assignment:

- 1–7 days late = no deduction
- 8–14 days late = 10% deduction
- 15 or more days late = 15% deduction

The most significant downside of late submissions is my feedback may be reduced or eliminated. There may also be a delay in scoring the work as I schedule specific sessions for scoring each week. I score on-time work first and then work through late submissions as time allows.

This 8-week course moves at a fast pace. If you must submit work late, strive to not let it become an issue that rolls from one week into all that follow.

You will receive a message from me when you miss due dates. This is my way of checking to see whether you need help with any aspect of being a student at COC. Please reply to the message to let me know whether you are OK and provide an estimate of when you will submit the assignment.

My generous late work policy is intended to help you succeed academically while you navigate your other responsibilities. I understand that family and work obligations often create challenges with your schedule. Please do not use my late work policies as justification to procrastinate.

No Extra Credit

I do not provide extra credit opportunities to make up for poorly done or missing assignments. You have the opportunity to rework projects and submit late work, as described above.

No Weighting of Scores

I do not weight different types of assignments. Your course grade will be calculated as a straight percentage of total points earned across all assignments divided by total points possible.

Points will always be stated in the assignment materials. You will find that small routine tasks, such as a weekly check-in, have less points available than major project activities.

Also, do not stress if you get off to a rough start in the course. The points for assignments increase as the semester moves along. The orientation activities are worth significantly less than your final project.

Checking / Estimating Your Grade In Canvas

You may check the status of your grades at any time in Canvas. After logging in to our course, click “Grades” in the course navigation.

To see how various scores affect your overall grade, you may enter scores on the Grades page. These, of course, are temporary and will not be counted towards the calculation of your actual grade.

Calculation of Semester Grade

Letter grades for the semester will be based on the following percentages of total points earned.

Grade	Percentage
A	100% to 90%
B	89.99% to 80%
C	79.99% to 70%
D	69.99% to 60%
F	59.99% or below

Student Conduct and Academic Integrity

All students attending Santa Clarita Community College District at any district site (including online access) and when representing COC in any off-campus activity, assume an obligation to conduct themselves in an acceptable manner compatible with the [Student Code of Conduct](#). Further, the *College of the Canyons Statement on Academic Integrity and Plagiarism* describes the standards for and enforcement of academic integrity. See [COC 2023-24 Catalog pg. 364](#).

You May Be Dropped For Non-Participation

If you do not log in and actively participate during the first week of class, you will be dropped from the course without notice.

At any point during the term, if you have not submitted 60% of the assignments, you may be dropped from the course without notice.

You Must Do Your Own Work / No Prior Work / No Duplicate Submittals

Unless specifically stated in the assignment specifications, you may not submit work created prior to the date an assignment was published, work created for another course, work created previously for this course, or work created by another person.

Should you submit work that does not meet my expectations for authenticity (such as work created by another person or work done prior to assignment publication), you will be referred to COC administration for disciplinary action—which may result in dismissal from this class.

Avoid Plagiarism—Using Words Written By Others

- I expect you to use your own voice and be authentic in your writing for this course.
- There are no circumstances in this course when it is appropriate to copy words written by another and paste them into your writings as if they were your own. The number of words does not matter. Even two or three copied words constitutes plagiarism.
- If you follow the standards for proper citation ([basic guidelines](#)), you may include small portions of writings by others in your writing. Acceptable standards include [MLA](#), [APA](#), Chicago, etc.
- You may not copy the words of another and then change select words to make it appear as an original writing. Every word you submit must be unique to you. They must be an authentic expression of who you are, as you are. You must think the words and then write the words without using the work of another person.
- Violations will be referred to COC administration for disciplinary action—which may result in dismissal from this class.

Academic Authenticity in the Age of ChatGPT

There are many opportunities for me to become acquainted with your communication style: class discussion posts, emails, weekly check-ins, etc. When the style of a writing, such as your artist statement about the photographs you created for a project, differs significantly from the style used in your other submissions, I will assume that it is not authentic.

Also, I always require specific references in your writing: to elements in your photographs, to the speaker in a video, to statements made in an article, etc. If your writing does not include these specific references, I will assume that it is not authentic.

Above all, I ask you to consider why you enrolled in Photo 220 and to think about how a writing bot dilutes your learning experiences as my student.

I asked ChatGPT about this. It replied

“Using ChatGPT or any AI language model as a substitute for personal interaction with teachers and peers can reduce opportunities for critical thinking, problem-solving, and effective communication skills, which are essential for academic success and future career prospects. Additionally, relying solely on AI-generated answers may prevent students from developing their own understanding and knowledge of a subject, potentially leading to a lack of retention and a decreased ability to apply what they have learned in real-world situations.”

If you enrolled in this course to learn, then trust me to guide you through the learning process with respect and dedication. Do not be afraid of not being perfect in all you do. You will soon learn through my weekly intro videos that I frequently make mistakes. The fact is that we usually learn more from our mistakes than from getting a task right the first time.

If you enrolled because you thought you could skate through with ChatGPT at your side, I encourage to find another academic path before the drop period ends.

Changes to The Course Guide

The *Course Guide* will be changed if the need arises during the term. All changes will be announced prior to their implementation and posted on Canvas. The version of the *Course Guide* linked on the course home page will be the official version at all times.

Questions? Concerns?

If you have questions or concerns, send me a message. The contact details are on page 1.

Preliminary Calendar

The spreadsheet that follows remains a work in progress throughout the semester. All aspects of assignments (titles, requirements, points, activity format, publication dates, due dates, etc.) are subject to change. All changes will be published on Canvas and shall supersede the spreadsheet.

Module 0: Orientation for Photo 220

	Points	Activity Format	Publish	Days to Submit	Due Date
0-Favorite Dessert Exercise (Submit)	10	Textbox	Saturday, August 19, 2023	5	Thursday, August 24, 2023
0-Favorite Dessert Exercise (Reply)	^	Feedback reply	Friday, August 25, 2023	3	Sunday, August 27, 2023
0-Personal Survey	10	Survey	Saturday, August 19, 2023	5	Thursday, August 24, 2023
0-Orientation Check for Understanding	11	Quiz	Saturday, August 19, 2023	5	Thursday, August 24, 2023

Week 1: What Type of Photographer Do You Intend To Be?

	Points	Activity Format	Publish	Days to Submit	Due Date
1-Business Plan, Part 1 (Photographic Specialty & Business Organization)	44	Business Plan Worksheet	Saturday, August 19, 2023	8	Sunday, August 27, 2023
1-Week 1 Check-in	12	Check-in	Saturday, August 19, 2023	8	Sunday, August 27, 2023

Week 2: How Will Prospective Clients Find and Choose You?

	Points	Activity Format	Publish	Days to Submit	Due Date
2-What Domain Name Would You Use For A Website?	10	Text Box	Saturday, August 26, 2023	8	Sunday, September 3, 2023
2-Business Plan, Part 2 (Marketing)	64	Business Plan Worksheet	Saturday, August 26, 2023	8	Sunday, September 3, 2023
2-Week 2 Check-in	12	Check-in	Saturday, August 26, 2023	8	Sunday, September 3, 2023

Week 3: Who Owns Your Photographs?

	Points	Activity Format	Publish	Days to Submit	Due Date
3-Business Plan, Part 3 (Intellectual Property)	68	Business Plan Worksheet	Saturday, September 2, 2023	8	Sunday, September 10, 2023
3-Week 3 Check-in	12	Check-in	Saturday, September 2, 2023	8	Sunday, September 10, 2023

Week 4: How Will You Protect Your Income and Assets?

	Points	Activity Format	Publish	Days to Submit	Due Date
4-Business Plan, Part 4 (Insurance)	13	Business Plan Worksheet	Saturday, September 9, 2023	8	Sunday, September 17, 2023
4-Week 4 Check-in	12	Check-in	Saturday, September 9, 2023	8	Sunday, September 17, 2023

Week 5: What Is The Real Cost Of Being In Business?

Points	Activity Format	Publish	Days to Submit	Due Date
44	Business Plan Worksheet	Saturday, September 16, 2023	8	Sunday, September 24, 2023
50	Household Budget Worksheet	Saturday, September 16, 2023	8	Sunday, September 24, 2023
12	Check-in	Saturday, September 16, 2023	8	Sunday, September 24, 2023

Week 6: How Should You Contract For Your Services?

Points	Activity Format	Publish	Days to Submit	Due Date
44	Business Plan Worksheet	Saturday, September 23, 2023	8	Sunday, October 1, 2023
20	Business Plan Worksheet	Saturday, September 23, 2023	8	Sunday, October 1, 2023
12	Check-in	Saturday, September 23, 2023	8	Sunday, October 1, 2023

Week 7: Will You Have To Work Forever?

Points	Activity Format	Publish	Days to Submit	Due Date
38	Business Plan Worksheet	Saturday, September 30, 2023	8	Sunday, October 8, 2023
12	Check-in	Saturday, September 30, 2023	8	Sunday, October 8, 2023

Week 8: Wrapping Up Photo 220!

Points	Activity Format	Publish	Days to Submit	Due Date
15	Check-in	Saturday, October 7, 2023	7	Saturday, October 14, 2023

Total Points > 525

Note: This spreadsheet remains a work in progress throughout the semester. All aspects of assignments (titles, requirements, points, activity format, publication dates, due dates, etc.) are subject to change. All changes will be published on Canvas and shall supersede this spreadsheet.

Use the "Grades" report in Canvas to check your grades at any time. You may also use it to forecast a semester grade by inputting evaluation scores (which are not binding).