VCPH-2990: PHOTOGRAPHIC PORTFOLIO PREPARATION

Cuyahoga Community College

Viewing: VCPH-2990: Photographic Portfolio Preparation

Board of Trustees:
2012-05-24

Academic Term:
2012-08-27

Subject Code
VCPH - VC&D-Photography

Course Number:
2990

Title:
Photographic Portfolio Preparation

Catalog Description:
Capstone course for Visual Communication and Design - Photography. Covers all aspects of the creation and presentation of a professional photographic portfolio and web presence. Portfolios emphasize individual strengths and areas of specialization. Edit and modify existing work for the portfolio where required; complete the final portfolio to the standards of the photography industry. Analysis of appropriate presentation and business materials and protocols, development of self-promotional pieces and discussion of presentation styles and techniques, both traditional and digital.

Credit Hour(s):
2

Lecture Hour(s):
1

Lab Hour(s):
3

Requisites

Prerequisite and Corequisite
VCPH-2550 Commercial Studio Techniques II, and VCPH-2450 Digital Imaging II, or departmental approval: sufficient quantity of successfully completed work for portfolio inclusion.

I. ACADEMIC CREDIT

Academic Credit According to the Ohio Department of Higher Education, one (1) semester hour of college credit will be awarded for each lecture hour. Students will be expected to work on out-of-class assignments on a regular basis which, over the length of the course, would normally average two hours of out-of-class study for each hour of formal class activity. For laboratory hours, one (1) credit shall be awarded for a minimum of three laboratory hours in a standard week for which little or no out-of-class study is required since three hours will be in the lab (i.e. Laboratory 03 hours). Whereas, one (1) credit shall be awarded for a minimum of two laboratory hours in a standard week, if supplemented by out-of-class assignments which would normally average one hour of out-of-class study preparing for or following up the laboratory experience (i.e. Laboratory 02 hours). Credit is also awarded for other hours such as directed practice, practicum, cooperative work experience, and field experience. The number of hours required to receive credit is listed under Other Hours on the syllabus. The number of credit hours for lecture, lab and other hours are listed at the beginning of the syllabus. Make sure you can prioritize your time accordingly. Proper planning, prioritization and dedication will enhance your success in this course.

The standard expectation for an online course is that you will spend 3 hours per week for each credit hour.

II. ACCESSIBILITY STATEMENT

If you need any special course adaptations or accommodations because of a documented disability, please notify your instructor within a reasonable length of time, preferably the first week of the term with formal notice of that need (i.e. an official letter from the Student Accessibility Services (SAS) office). Accommodations will not be made retroactively.

For specific information pertaining to ADA accommodation, please contact your campus SAS office or visit online at: http://www.tri-c.edu/accessprograms. Blackboard accessibility information is available at: http://access.blackboard.com.
III. ATTENDANCE TRACKING

Regular class attendance is expected. Tri-C is required by law to verify the enrollment of students who participate in federal Title IV student aid programs and/or who receive educational benefits through other funding sources. Eligibility for federal student financial aid is, in part, based on your enrollment status.

Students who do not attend classes for the entire term are required to withdraw from the course(s). Additionally, students who withdraw from a course or stop attending class without officially withdrawing may be required to return all or a portion of the financial aid based on the date of last attendance. Students who do not attend the full session are responsible for withdrawing from the course(s).

Tri-C is responsible for identifying students who have not attended a course, before financial aid funds can be applied to students’ accounts. Therefore, attendance will be recorded in the following ways:

For in-person courses, students are required to attend the course by the 15th day of the semester, or equivalent for terms shorter than 5-weeks, to be considered attending. Students who have not met all attendance requirements for an in-person course, as described herein, within the first two weeks of the semester, or equivalent, will be considered not attending and will be reported for non-attendance and dropped from the course.

For blended-learning courses, students are required to attend the course by the 15th day of the semester, or equivalent for terms shorter than 5-weeks, or submit an assignment, to be considered attending. Students who have not met all attendance requirements for a blended-learning course, as described herein, within the first two weeks of the semester, or equivalent, will be considered not attending and will be reported for non-attendance and dropped from the course.

For online courses, students are required to login in at least two (2) times per week and submit one (1) assignment per week for the first two (2) weeks of the semester, or equivalent to the 15th day of the term. Students who have not met all attendance requirements for an online course, as described herein, within the first two weeks of the semester, or equivalent, will be considered not attending and will be reported for non-attendance and dropped from the course.

At the conclusion of the first two weeks of a semester, or equivalent, instructors report any registered students who have “Never Attended” a course. Those students will be administratively withdrawn from that course. However, after the time period in the previous paragraphs, if a student stops attending a class, wants or needs to withdraw, for any reason, it is the student’s responsibility to take action to withdraw from the course. Students must complete and submit the appropriate Tri-C form by the established withdrawal deadline.

Tri-C is required to ensure that students receive financial aid only for courses that they attend and complete. Students reported for not attending at least one of their registered courses will have all financial aid funds held until confirmation of attendance in registered courses has been verified. Students who fail to complete at least one course may be required to repay all or a portion of their federal financial aid funds and may be ineligible to receive future federal financial aid awards. Students who withdraw from classes prior to completing more than 60 percent of their enrolled class time may be subject to the required federal refund policy.

If illness or emergency should necessitate a brief absence from class, students should confer with instructors upon their return. Students having problems with class work because of a prolonged absence should confer with the instructor or a counselor.

IV. CONCEALED CARRY STATEMENT

College policy prohibits the possession of weapons on college property by students, faculty and staff, unless specifically approved in advance as a job-related requirement (i.e., Tri-C campus police officers) or, in accordance with Ohio law, secured in a parked vehicle in a designated parking area only by an individual in possession of a valid conceal carry permit.

As a Tri-C student, your behavior on campus must comply with the student code of conduct which is available on page 29 within the Tri-C student handbook, available athttp://www.tri-c.edu/student-resources/documents/studenthandbook.pdfYou must also comply with the College's Zero Tolerance for Violence on College Property available athttp://www.tri-c.edu/policies-and-procedures/documents/3354-1-20-10-zero-tolerance-for-violence-policy.pdf

Outcomes

Course Outcome(s):

A. Create a printed and digital portfolio for the purpose of securing freelance or full time employment as a photographer, retoucher, stylist or photographer's studio assistant.

Objective(s):

1. Design a portfolio to emphasize one’s strengths or area of specialization.
2. Utilize professional presentation materials that display the student’s work to its best advantage.
3. Establish a professional presence via the internet.
Course Outcome(s):
B. Successfully present their portfolio in an interview situation.

Objective(s):
1. Present a visual portfolio of their work consistent with professional standards.
2. Utilize appropriate business materials and protocols to successfully ensure the safety and proper handling of his/her portfolio by prospective clients or employers.
3. Create a professional resume, cover letter, and follow-up letter.
4. Pass an end-of-semester portfolio review process in order to graduate with an Associate of Applied Business Degree in Visual Communication Design, Photography.

Methods of Evaluation:
1. Meet photographic professional standards of technical and visual competence as displayed in portfolio.
2. Perform professionally in a one-on-one or group portfolio presentation.
3. Creation and implementation of proper business forms and protocols in obtaining photographic portfolio presentation opportunities.
4. Participation in class
5. Successful completion of portfolio review by group of photographic professionals

Course Content Outline:
1. Organization of visual content in a photographic portfolio
   a. Representation of range of photographic capabilities
   b. Identifying areas of photographic specialization
   c. Identify individual career goals and develop an action plan to achieve those goals
   d. Tailoring portfolio content to address needs of potential client/employer
   e. Editing and sequencing portfolios for maximum visual impact
   f. Considerations of digital portfolios and web presence
2. Overview of presentation materials
   a. Photographic portfolio cases, books and boxes
   b. Digital aspects and possibilities of presentations
   c. Mounting, shipping and packaging resources
   d. Photographic printing techniques and resources
   e. Photographic portfolio suppliers, distributors, and online ordering
3. Self-promotion methods
   a. Identifying prospective employers/clients
   b. Introductory letters and follow-up correspondence
   c. Productive telephone etiquette
   d. Resume styles
   e. References and letters of recommendation
   f. Identity package: logo, stationary, business card
   g. Other promotional materials and strategies
   h. Leave behind samples
4. Presentation of portfolios
   a. Preparation of documentation
   b. Form and content: the effective choice of materials and presentation techniques
   c. Interview strategies and practices including conduct and appropriate dress
   d. Interview closure, leave behinds and follow-up
5. The photographic portfolio as an ongoing project
   a. Short and long range portfolio development and maintenance
   b. Developing and refining a portfolio style
   c. Photographic diversification vs. specialization

Resources


**Resources Other**
1. http://asmp.org/links/1Links to business resources via the American Society of Media Photographers
10. https://www.spenational.org/Society of Photographic Educators national site
11. http://www.midwestspe.org/Regional chapter of the Society of Photographic Educators
17. http://www.zonezero.com/zz/ online portfolios and exhibition opportunities
18. Handouts covering technical principles, procedures and presentation materials
19. Visiting speakers from the professional photographic community displaying their portfolios and discussing portfolio planning.

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