

FOOTHILL COLLEGE  
FINE ARTS AND COMMUNICATIONS DIVISION

DEGREE APPLICABLE

PHOTOGRAPHY 57B

COURSE OUTLINE

FALL 2006

1. Catalog Description

PHOT 57B

PROFESSIONAL PRACTICES IN PHOTOGRAPHY 3 UNITS

Prerequisite: Photography 1,2,50 or Photography 5, 65A, 65B inclusive PLUS Photography 57A, or instructor's permission.

Advisory: PHOT 10 or 11

Two-hour lecture, three hours laboratory. May be taken three times for credit.

Organization of photographic work from prior classes and projects to meet individual goals including transfer, exhibition and employment. Development of professional materials such as resume, website and business cards as well as finalization of a photographic portfolio to meet the qualifications for an A.A. Degree in Photography. Develop support materials for applications and exhibitions. Student must share work with photography community through exhibition or other methods of display.

2. Expected Outcomes

The student will be able to:

- A. organize past successful work and portfolios into a diversified portfolio or portfolios demonstrating a proficiency in photography and appropriate to individual goals in photography.
- B. discuss and evaluate students work and the work of fellow students with instructor and peers.
- C. Conduct information interview with someone in the field of photography
- D. present a paper addressing personal goals in photography.
- E. develop support material to meet student's goals including but not limited to business cards, resumes, exhibition announcements, websites, cds and artist statements.
- F. present a portfolio in a competent and professional manner, all photographs appropriately prepared for exhibition as directed by the instructor with support materials suitable to goals in field

3. Special Facilities and/or Equipment Needed

For students working in traditional media, a photographic laboratory equipped for color and black & white printing and for finishing photographs. For students working in electronic media, a computer lab equipped with computer, scanner, printer and related software. Space to assemble and organize the student portfolio during open labs and/or as arranged by the student with other instructors. Exhibition wall space, a room suitable for slide projection,

and/or a room suitable for computer screen display, as dictated by particular portfolio needs.

4. Expanded Description of Course Content

- A. Review of current field of photography.
  - 1. educational opportunities
  - 2. exhibition opportunities
    - a. non-profit galleries
    - b. commercial galleries
    - c. alternative spaces
    - d. web spaces/digital options
  - 3. employment opportunities
    - a. overview of self-employment
    - b. overview various photographic occupations.
- B. Goal setting
  - 1. development of personal goals for photographic career
  - 2. development of business/action plan to meet these goals.
- C. Development of support materials for individual goals
  - 1. Resume
  - 2. Artist Statement
  - 3. business card
  - 4. Digital presentation of images
  - 5. copy slides
  - 6. press releases
  - 7. researching contact people/institutions
- D. Feedback
  - 1. Discussion/practice in giving/receiving feedback
  - 2. Implement information gained from class critique and discussion
  - 3. Guidance in sensitizing student to the importance of input from diverse cultures and backgrounds in enriching the aesthetic content of a project in the arts.
- E. The finished portfolio
  - 1. Review Presentation techniques both traditional and non-traditional
  - 2. Preparation for exhibition
  - 3. Produce chosen support materials for career advancement
- F. The exhibition
  - 1. working collaboratively with faculty and fellow students
  - 2. securing an exhibition space
  - 3. sequencing, hanging, presenting exhibition
  - 4. shipping techniques
  - 5. Pricing work

5. Repeatability Criteria

May be repeated when student is completing another degree or certificate or fulfilling another goal in photography. This course may therefore be taken three times for credit by undertaking projects that are mutually independent of one another.

6. Methods of Evaluation

- A. Presentation of portfolio (slide/digital and print)
- B. Participation in class discussions and critiques
- C. Presentation of goals and plan for reaching these goals.
- D. Student resume, artist's statement, other support materials
- E. Informational interview
- F. Participation in exhibition or other display of work

7. Texts

Taking the Leap by Susan Lang, Cay Lang Publisher: Chronicle Books (July, 2006), ISBN: 0811850935

8. Authorized Discipline

Photography