



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: Photography Portfolio
Course Number: DPH280

Required Materials

Textbook(s): Volk, Larry. *No Plastic Sleeves: The Complete Portfolio Guide for Photographers and Designers, 2nd ed.*
 Focal Press, 2015. 978-0415711180

Required Readings: None

Additional Materials: **Required:** Digital SLR Camera
Recommended: Knowledge of and access to Adobe Lightroom or InDesign

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

Week	Chapter/Topic/Lab
Week 1	Overview of a photography portfolio Assessments <ul style="list-style-type: none"> Describe Yourself as a Creative Collect Inspirational Work Pre Assessment Discussion Readings: Chapter 1, <i>Evaluate and Edit</i> , of our text, <i>No Plastic Sleeves/Wk1 in the LMS</i>
Week 2	Collect images for a starting point for your portfolio Assessments <ul style="list-style-type: none"> Create a Brand Statement Collect Current Work Evaluate Current Work Discussion

Week	Chapter/Topic/Lab
	Readings: Wk2 Materials folder in the LMS
Week 3	<p>Refine portfolio by reducing number of images/identify commonalities</p> <p>Assessments</p> <ul style="list-style-type: none"> • Refine Tentative Portfolio • Revise Brand Statement • Skills and Trends • Discussion <p>Readings: Wk3 in the LMS</p>
Week 4	<p>Shooting for images to enhance your portfolio</p> <p>Assessments</p> <ul style="list-style-type: none"> • Market Segments • List Potential Clients • Shooting New Work - 1 • Discussion <p>Readings: Wk4 in the LMS</p>
Week 5	<p>Analysis on services offered by photographers</p> <p>Assessments</p> <ul style="list-style-type: none"> • Analysis of Competition • Develop Interview Questions • Interview a Professional • Discussion <p>Readings: Wk5 in the LMS</p>
Week 6	<p>Refine Tentative portfolio</p> <p>Assessments</p> <ul style="list-style-type: none"> • Refine Tentative portfolio • Understanding Web Presence • Researching Your E-portfolio Options • Books vs Prints • Discussion <p>Readings: Wk6 in the LMS</p>
Week 7	<p>Shooting new photos for areas that are potentially missing</p> <p>Assessments</p> <ul style="list-style-type: none"> • Shooting New Work - 2 • Artist's Statement • Collect E-portfolio Resources • Discussion <p>Readings: Wk7 in the LMS</p>
Week 8	<p>Self-published books by photographers</p> <p>Assessments</p> <ul style="list-style-type: none"> • Research Book Publishers • Domain Names • Discussion Week 8

Week	Chapter/Topic/Lab
	Readings: Wk8 in the LMS
Week 9	<p>Shooting photos that will enhance the portfolio</p> <p>Assessments</p> <ul style="list-style-type: none"> • Shooting New Work – 3 • Research Pro Labs • SEO <p>Readings: Wk 9 in the LMS</p>
Week 10	<p>Assets needed for a photography business</p> <p>Assessments</p> <ul style="list-style-type: none"> • Model Release • Resume • Hosting • Discussion <p>Readings: Wk10 in the LMS</p>
Week 11	<p>Final shoot of images for portfolio/social media</p> <p>Assessments</p> <ul style="list-style-type: none"> • Shooting New Work - 4 • Social Media and the Photographer • Setting Up Your Own Social Media Presence <p>Readings: Wk11 in the LMS</p>
Week 12	<p>Work on final draft of portfolio</p> <p>Assessments</p> <ul style="list-style-type: none"> • Book Cover Design • Draft Portfolio • Blog • Discussion <p>Readings: Wk12 in the LMS</p>
Week 13-14	<p>Websites, logo, color schemes, and galleries</p> <p>Assessments</p> <ul style="list-style-type: none"> • Business Cards • Additional Promotional Piece • Create Website / Online Portfolio • Discussion <p>Readings: Wk13-14 in the LMS</p>
Week 15	<ul style="list-style-type: none"> • Final Presentation of portfolio
Week 16	<ul style="list-style-type: none"> • Self-Evaluation