Brooks Institute

ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

Programmatic Student Learning Outcomes/Mission

The mission of the Bachelor of Fine Arts Degree in Professional Photography program is to prepare students for careers in the field of professional photography through a philosophy of "learning by doing." The program is designed to educate all students in basic and intermediate photographic skills through a shared Lower Division. Students develop a creative style and visual problem-solving skills while engaging in specialized market areas and techniques in the Upper Division. The program integrates liberal arts, professional business practices and ethics with a core photography and media production curriculum that prepares students for the creative, business, and technical challenges of a professional photography career.

Program Description

The 120 semester credit Bachelor of Fine Arts in Professional Photography prepares students for careers in the field of professional photography. The cross-platform philosophy combined with the experiential learning provided by professional photographers/ instructors provides a unique and innovative technical education that develops graduates with a creative style and unique visual problem-solving skills. The program combines 75 semester credits of core photography classes, including business course work, and 45 semester credits of general education studies.

Upon Completion of the Professional Photography Program, students should be able to:
- Effectively use contemporary photographic tools. (Visual Literacy, Adept)
- Effectively use photographic media and asset management software. (Adept)
- Effectively collaborate to accomplish professional goals. (Collaboration)
- Develop and implement an effective marketing program. (Problem Solver)
- Understand professional business and ethics standards. (Ethics)
- Apply creative and sophisticated visual solutions to the challenges of producing visual media. (Problem Solver, Visual Literacy)
- Apply effective professional communication skills. (Communication)
- Develop a lifelong learning pattern. (Adept)
- Understand the principals of business management. (Problem Solver, Adept)

Course Title	Portraiture Industry
Course Code	PRT494

Credit Hours	3 Semester
Contact Hours	3 Hours
Prerequisites	PTT360

Course Syllabus

Course Type	Lecture
Instructor	TBD
Email	TBD
Telephone	TBD
Term Start/End Date	TBD

Course Description

The student portraitist plans and produces a professional portfolio. This portfolio consists of prior work plus new images that represent today's primary portrait product lines. To enhance the understanding of daily studio activities and concerns, the student visits working professionals in wedding and/or portrait studios. Lecture/discussion focuses on preparing for the job market and employer-employee considerations. Students must successfully complete a graduating portfolio review as part of this course.

Learning Objectives

Upon completion of this course the student should be able to:

- Produce a broad-based portfolio representing competence in technique and artistry in traditional and contemporary portraiture.
- Recognize, through market related discussions, the relationship of their practical training to professional demands and expectations.
- Evaluate their personal skills and desires within the context of the recognized portrait specialties, (i.e.: weddings, children, families).
- Conduct a job search in an organized and professional manner.

Required Textbook(s) None

Course Outline

Week 1: Orientation and guidelines for portfolio. Discussion regarding the job market.

Week 2: Setting goals and direction for working professionally after graduation. Designing and producing a business plan & logo.

Week 3: Students to attend professional conference

Week 4: Students to work independently on portfolio images and business plan.

Week 5: Students to work independently on portfolio images and business plan.

Week 6: Students to work independently on portfolio images and business plan.

Week 7: Review work in progress. Review and discuss business logo and make changes, if needed.

Week 8: Lecture**:** Professional communications, copyright, legal, business license, taxes, and discussion of business concerns.

Week 9: Guest Lecture.

Week 10: Lecture**:** Quickbooks and business practices

Week 11: Students to work independently on portfolio images and business plan.

Week 12: Three day field trip

Week 13: Discuss assisting and working with professional photographers and studio operations.

Week 14: Individual final critique of portfolio and business plan with logo-design and promotional piece.

Week 15: Final group review lecture of student work. Culminating class activity.

GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS
Letter grades (A, A-, B+, B, etc.)
The student's overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student's grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
		Percent	Letter	Numeric
Course Area	%	93–100	A	4.00
		90–92	A-	3.70
Class Participation	20%	87–89	B+	3.30
		83–86	B	3.00
Attendance	30%	80–82	B-	2.70
		77–79	C+	2.30
Final Projects	50%	73–76	C	2.00
		70–72	C-	1.70
		67–69	D+	1.30
		60–66	D	1.00
Total	**100%**	0–59	F	0.00

Course Syllabus

Revision Date   July 23, 2012

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DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

Course Syllabus

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

• **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else's work as one's own work including images and motion clips. Using work previously submitted for another purpose, without the instructor's permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.

• **Plagiarism** – Submitting as one's own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.

• **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.

• **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.

• **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization's standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:

> • Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.

> • Brooks Institute will only use legally acquired software on our computers.

> • Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.

> • Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.

• **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

CREDIT ASCRIPTION ADDENDUM

PRT494 Portrait Industry - 3 semester credit hours
Type: Lecture

Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives

Course Learning Objectives:
1. Produce a broad-based portfolio representing competence in technique and artistry in traditional and contemporary portraiture.
2. Recognize, through market related discussions, the relationship of their practical training to professional demands and expectations.
3. Evaluate their personal skills and desires within the context of the recognized portrait specialties, (i.e.: weddings, children, families).
4. Conduct a job search in an organized and professional manner.

The following indicates the **minimum** number of hours per assignment

	Assignment Title	Homework Hours	Assignment Objectives
Week 1	Marketing Research	11	2, 3
Week 2			
Week 3	Business Card	14	1,2,3
Week 4			
Week 5	Promotional Piece	10	1,2,3
Week 6			
Week 7	In Progress Review	11	1,2,3
Week 8			
Week 9	Job Search	11	3
Week 10			
Week 11	CV design	14	1,2,3
Week 12			
Week 13	Portfolio	20	1,2,3
Week 14			
Total		91	