

Las Positas College  
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**Course Outline for PHTO X73**  
**BUSINESS PRACTICES FOR PHOTOGRAPHERS**

**Effective: Fall**

**I. CATALOG DESCRIPTION:**

PHTO X73 — BUSINESS PRACTICES FOR PHOTOGRAPHERS — 3.00 units

Survey of business practices in the creative media fields of Photography. Lecture and discussion. Students will create professional online and physical portfolios.

2.50 Units Lecture 0.50 Units Lab

**Grading Methods:**

Letter or P/NP

**Discipline:**

- Photography

	<b>MIN</b>
<b>Lecture Hours:</b>	45.00
<b>Expected Outside of Class Hours:</b>	90.00
<b>Lab Hours:</b>	27.00
<b>Total Hours:</b>	162.00

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1**

**III. PREREQUISITE AND/OR ADVISORY SKILLS:**

**IV. MEASURABLE OBJECTIVES:**

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

- A. Completion of a Photography small business plan An operational Photography business website A professional portfolio prepared for prospective clients Completion of branded marketing materials

**V. CONTENT:**

**VI. METHODS OF INSTRUCTION:**

**VII. TYPICAL ASSIGNMENTS:**

**VIII. EVALUATION:**

A. **Methods**

B. **Frequency**

**IX. TYPICAL TEXTS:**

1. Rivera, Noel. *Photographer's Market 2018*. 41st ed., F+W Media Inc., 2018.
2. Harrington, John . *Best Business Practices for Photographers*. 3rd ed., Rocky Nook, Inc., 2017.

**X. OTHER MATERIALS REQUIRED OF STUDENTS:**