AUBURN
UNIVERSITY OUTREACH

OFFICE OF PROFESSIONAL AND
CONTINUING EDUCATION

Office of Professional & Continuing Education
301 OD Smith Hall | Auburn, AL 36849
http://www.auburn.edu/mycaa
Contact: Shavon Williams | 334-844-3108; szw0063@auburn.edu
Auburn University is an equal opportunity educational institution/employer.

Education & Training Plan
Photography Entrepreneur Certificate Program

Student Full Name: _____

Start Date: _____   End Date: _____

Program includes National Certification Mentor
Supported

Photography Entrepreneur Specialist Certificate Program
Course Code: AU-PHOTO
Program Duration: 6 Months
Course Contact Hours: 480
Student Tuition: $3,850

The Photography Entrepreneur Specialist
Photographer entrepreneurs start their own photography businesses. Often they work within a specialized niche or group of niches and market their services to specific target markets. In addition to having photography knowledge and skills, the photography entrepreneur must also acquire business savvy, including how to establish a legal form of the business, how to write a business plan, how to brand and market the business, and how to use the numerous types of contracts required to comply with copyright and other types of photography-related laws. If you're looking to strike out on your own as a photographer, any small business needs a good business plan and this course will walk you through the ins and outs of the business aspects of photography so that you can start to earn a living and be your own boss without having to leave your passion for photography behind. This course covers the basics of setting up a photography business.

The Photography Entrepreneur Specialist Program
The photography industry is expected to grow 3 percent from 2014 to 2024. The photography entrepreneur can use their great communication skills, excellent eye for detail and technical expertise to help their business advance. The photography entrepreneur can expect to obtain clients in their own town, however, willingness to travel makes way for more opportunity and a larger clientele. Photography Entrepreneurs require a variety of business and communication skills over and above the artistic skills of a photographer. Opportunities will continue to grow for Photography Entrepreneurs as they continue to sharpen their business skills with marketing, sales and advertising in order to land more projects from weddings and special events, to portraits and specialty shoots.

Education and National Certifications
- Students should have or be pursuing a high school diploma or GED.
- There are no state approval and/or state requirements associated with this program.
- There is a National Certification exam available to students who successfully complete this program:
    - **Microsoft Office Specialist (MOS) Certification Exam**.

Program Objectives
At the end of this course, students will be able to:

Describe a career as a professional photographer including the different niches
- Explain the different types of business structures common for professional photographers
- Explain the different components of a business plan for a photography business
- Explain how a professional photography can brand a photography business endeavor and how effective branding can help the photography business
- Explain the different components of a marketing plan for a photography business
- Explain common ways that a professional photographer can use social media to advance a photography business
- Explain the concepts related to costs and pricing in a photography business
- Detail the important considerations and legal and ethical principles related to the required contracts for a photography business

National Certification
Upon successful completion of this Auburn University program, students would be eligible to sit for the Microsoft Office Specialist (MOS) exam. Although there are no state approval, state registration or other state requirements for this program, students who complete this program at Auburn University will be prepared and are eligible to sit for this national certification exam. Students who complete this program can and do sit for the MOS national certification exams and are qualified, eligible and prepared to do so. Auburn University works with each student to complete the exam application and register the student to take their national certification exam.

Auburn University contact: If students have any questions regarding this program including national certification**, they should call Shavon Williams of Auburn University at | 334-844-3108 or via email at szw0063@auburn.edu**

Note: No refunds can be issued after the start date published in your Financial Award document.

About Auburn University!

Welcome to Auburn University! Auburn University was established in 1856 as the East Alabama Male College, 20 years after the city of Auburn's founding.

OUR MISSION: The Office of Professional and Continuing Education (OPCE) makes the educational resources of Auburn University available for non-credit education programs and conferences designed to promote lifelong learning, regardless of age, interest, or location. Our programs fall into five general categories: Professional Development, Certificate Programs, Personal Enrichment, Summer Youth Programs, and Conferences.
http://www.auburn.edu/mycaa

Auburn University and Pearson Education
The Auburn University's Office of Professional and Continuing Education eLearning programs were developed in partnership with Pearson Education to produce the highest quality, best-in-class content and delivery necessary to enhance the overall student learning experience, boost understanding and ensure retention. Pearson Education is the premier content and learning company in North America offering solutions to the higher education and career training divisions of colleges and universities across the country aimed at driving quality education programs to ensure student success. Please visit us at **www.pearson.com**.

About Pearson Education
Welcome to Pearson. We have a simple mission: to help people make more of their lives through learning. We are the world's leading learning company, with 40,000 employees in more than 80 countries helping people of all ages to make measurable progress in their lives. We provide a range of education products and services to institutions, governments and direct to individual learners, that help people everywhere aim higher and fulfil their true potential. Our commitment to them requires a holistic approach to education. It begins by using research to understand what sort of learning works best, it continues by bringing together people and organizations to develop ideas, and it comes back round by measuring the outcomes of our products.

Photography Entrepreneur Specialist Program Detailed Student Outline:

Camera Basics
- Camera controls
- Explain what each control of the camera does
- Describe common categories of cameras and the specific characteristics of each
- Explain the steps to getting the camera ready, focusing an image, and adjusting the camera settings

Lens Basics
- Define focal length including how it impacts an image
- Explain how to control a photograph's sharpness
- Define perspective including how to create a desired perspective using the camera lens
- Discuss various lens attachments

Basic Concepts of Light and Exposure
- Explain the characteristics of light and how to use these characteristics to take a photograph
- Explain how light sources and the time of day affects a photograph's color
- Explain how to use a light meter and histogram when taking a photograph

Basic Workplace and Workflow Concepts
- Explain components of an effective workspace for a photographer including the required equipment
- Explain how to determine a file format and resolution of a photograph for an intended use
- Explain steps for saving, downloading, and scanning digital images

Basic Image Editing Concepts
- Explain how to adjust an image's characteristics using Photoshop
- Explain the steps for editing a digital photograph
- Explain legal and ethical considerations related to photography

Basic Printing and Display Strategies
- Describe equipment and supplies needed to make prints of digital files
- Discuss how to use output profiles and soft proofing in order to properly print an image
- Explain common methods for matting and framing photographs for presentation

Common Strategies for Organizing and Storing Images
- Explain common strategies for organizing digital photograph files
- Explain common methods for storing photograph prints

The Characteristics of Light
- Describe the qualities of natural light and how to duplicate these qualities with artificial light
- Explain the use of an electronic flash

Basic Photography Design Concepts and Techniques
- Discuss ways to discuss photographs in terms of its characteristics and design

- Explain the basic components of a picture
- Explain the decision making process for designing a picture

Important People and Milestones in the History of Photography
- Identify the important people and milestones in the history of photography Terms for testing, pathology, and procedures of the reproductive system

Photography Entrepreneurship Module

The Successful Photography Entrepreneur
- Address important considerations for the beginning professional photographer related to starting the business, maintaining a work-life balance, being ethical in the industry, and becoming successful
- Describe the current expectations of photography clients
- Identify pros and cons related to being a professional photographer
- Identify the types of expenses incurred by professional photographers
- Identify the types of facilities and office set-up commonly used by professional photographers
- Identify the various niches in which a professional photographer could work

The Business Structure
- Detail the pros and cons of the various business structures commonly established in photography businesses

Establishing the Business: The Business Plan
- Steps to Developing a Business Plan
- Define each component of a business plan for a photography business
- Explain the purpose of creating a business plan before starting a photography business

Branding the Business: The Branding Strategy
- Steps to Developing a Branding Strategy
- Detail the steps to effectively branding a photography business
- Explain why effective branding is critical to the success of a photography business

Marketing the Business: The Marketing Plan
- Marketing Strategies
- Explain why an effective marketing plan is essential for a successful photography business
- Identify several common marketing options for photography business
- Steps to Developing a Marketing Plan
- Define each component of a marketing plan for a photography business

Marketing the Business: The Social Networking Strategy
- Developing the Business Website
- Define the steps required to develop an effective social networking strategy for a photography business
- Explain why an effective social networking plan is essential for the success of a photography business

- Social Media Considerations
- Define the steps required to develop an effective social networking strategy for a photography business
- Explain why an effective social networking plan is essential for the success of a photography business

Pricing the Products: The Pricing Strategy
- Costs Related to the Photography Business
- Identify the costs associated with a photography business
- Pricing Products and Services
- Explain effective ways to price products and services in a photography business

Protecting Yourself and Your Products: Legal and Ethical Considerations
- Common Types of Contracts Used by Professional Photographers
- Discuss the importance of protecting your assets in a photography business
- Identify the various types of contracts commonly used in a photography business including common clauses and inclusions in each type of contract

Note: This program can be completed in 6 months. However, students will have online access to this program for a 24-month period.

MICROSOFT OFFICE Module
- Use an integrated software package, specifically the applications included in the Microsoft Office suite
- Demonstrate marketable skills for enhanced employment opportunities
- Describe proper computer techniques for designing and producing various types of documents
- Demonstrate the common commands & techniques used in Windows desktop
- List the meaning of basic PC acronyms like MHz, MB, KB, HD and RAM
- Use WordPad and MSWord to create various types of documents
- Create headings and titles with Word Art
- Create and format spreadsheets, including the use of mathematical formulas
- Demonstrate a working knowledge of computer database functions, including putting, processing, querying and outputting data
- Define computer terminology in definition matching quizzes
- Use the Windows Paint program to alter graphics
- Use a presentation application to create a presentation with both text and graphics
- Copy data from one MS Office application to another application in the suite
- Use e-mail and the Internet to send Word and Excel file attachments
- Demonstrate how to use the Windows Taskbar and Windows Tooltips
- Explain how copyright laws pertain to data and graphics posted on the Internet
- Take the college computer competency test after course completion
- Follow oral and written directions and complete assignments when working under time limitations

Note: Although the Microsoft Office Module is not required to successfully complete this program, students interested in pursuing free Microsoft MOS certification may want to consider completing this Microsoft Office Module at no additional cost.

System Requirements:

Windows Users:
- Windows 8, 7, XP or Vista
- 56K modem or higher
- Soundcard & Speakers
- Firefox, Chrome or Microsoft Internet Explorer

Mac OS User:
- Mac OS X or higher (in classic mode)
- 56K modem or higher
- Soundcard & Speakers
- Apple Safari

iPad Users:
- Due to Flash limitations, eLearning programs are NOT compatible with iPads

Screen Resolution:
- We recommend setting your screen resolution to 1024 x 768 pixels.

Browser Requirements:
- System will support the two latest releases of each browser. When using older versions of a browser, users risk running into problems with the course software.
- Windows Users: Mozilla Firefox, Google Chrome, Microsoft Internet Explorer
- Mac OS Users: Safari, Google Chrome, Mozilla Firefox

Suggested Plug-ins:
- Flash Player
- Real Player
- Adobe Reader
- Java