WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION

COURSE TITLE: Business of Freelancing
COURSE NUMBER: TEC 325

Equipment required for this course:

Digital cameras will be provided during class sessions. A personally owned digital camera with manual functions would be helpful for outside assignments.

All courses are open to students from all colleges. Only where a course is preceded by an introduction course is there a need to observe a prerequisite. However, students might benefit from prior knowledge on some of the courses, and this is given as the content found in your course catalogue by course code.

I. RATIONALE:

Students will further develop their photographic eye and explore workflows and business practices. This course covers the various types of photographic events from journalism to wedding. Business practices and client relationships will also be covered as well as self-promotion.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A: To develop an understanding of the various photographic markets.
Learning Outcomes: The student will:
A-1 The student will explore the various business types of the photographic industry
A-2. Develop an understanding of the business side of photography.

GOAL B: To further an appreciation for the aesthetics of the medium
Learning Outcomes: The student will:
B-1. Compare photography equipment options.
B-2. Investigate the history of photography
B-3. Determine technical and artistic decisions in images

II. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students’ learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.

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III. THE EXTERNAL ASSIGNMENT:

Each student will be assigned an outside the classroom assignment based on their individual business and creative goals. This will be assigned on the 4th week. The student will be required to shoot the job, edit, tone and deliver the job. This will part of the final presentation.

External Storage Requirement:
Students are required to supply their own external storage (ie., SD card, external hard drive, etc.) See Course Blackboard for instructor’s directive for your course. Memory cards are NOT supplied with cameras and video equipment.