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Education & Training Plan
Photography Entrepreneur with Adobe Certificate Program with Externship

Student Full Name: _____

Start Date: _____   End Date: _____

Program includes National Certification & an Externship Opportunity
Mentor Supported

Photography Entrepreneur with Adobe Certificate Program with Externship

Course Code: CLEM-L-PEA
Program Duration: 6 Months
Course Contact Hours: 495
Student Tuition: $3,999

The Photography Entrepreneur with Adobe 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 with Adobe 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. This course covers the basics of becoming a photographer, setting up a photography business and developing retouching and artisitic skills that enhance your images using Adobe Photoshop.

The Photography Entrepreneur with Adobe 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 clientel. 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 exams available to students who successfully complete this program:
  - ➢ **Adobe Certified Associate (ACA) Exam for Visual Communication Using Adobe Photoshop (PS)**
  - ➢ **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 use of the various camera types and controls
- ➢ Describe the characteristics and use of various lenses
- ➢ Explain the physics of light and exposure in photography
- ➢ Identify the various equipment and workflow strategies needed by the professional photographer
- ➢ Explain basic image edition concepts
- ➢ Describe equipment, supplies, and techniques commonly used to print and display photographs
- ➢ Describe effective strategies commonly used to organize and store images
- ➢ Describe the qualities of light and how these qualities are used to create desired image effects
- ➢ Explain basic photograph design concepts and techniques
- ➢ Identify major people and milestones in the history of photography
- ➢ 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
- ➢ Learn the foundational skills needed to effectively communicate using digital media tools
- ➢ Learn to use Adobe Photoshop

National Certification

Upon successful completion of the Clemson University Veterinary Assistant course, students will be eligible to sit for the Adobe Certified Associate (ACA) Exam for Visual Communication Using Adobe Photoshop (PS) and 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 Clemson University will be prepared and are eligible to sit for this national certification exam. Students who complete this program are encouraged to complete the externship option with their program. Students who complete this program can and do sit for the MOS national certification exams and are qualified, eligible and prepared to do so. Clemson University works with each student to complete the exam application and register the student to take their national certification exam.

Externship / Hands on Training / Practicum

Although not a requirement, once students complete the program, they have the ability to participate in an externship and/or hands on practicum so as to practice the skills necessary to perform the job requirements of a professional in this field. Students will be assisted with completing a resume and/or other requirements necessary to work in this field. All students who complete this program are eligible to participate in an externship and will be placed with a participating organization near their location.   Clemson University works with national organizations and has the ability to place students in externship opportunities nationwide.

Clemson University contact: If students have any questions regarding this program including national certification and externships**, they should call Juanita Durham of Clemson University at 864.656.3984 or via email at jdrhm@clemson.edu.**

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

About Clemson University!

Clemson Online, a unit reporting directly to the Provost, works closely with leadership teams across the University to develop, market, and deliver top-quality courses and programs in blended and online formats. The office provides vision, leadership, coordination, and expertise in support of faculty design, delivery, and evaluation of technology-enhanced, blended, and fully online courses and instructional materials. Dynamic, transformative, and unique eLearning opportunities characterize Clemson's approach to online teaching and learning.

Our Mission: Clemson Online provides strategic leadership for online education, emphasizing innovative teaching and superior learning outcomes to maximize student success in 21st-century academic and professional contexts.

Our Vision: Clemson Online will define the public web-grant university through measurable achievements in online education, research, and service.

The office is committed to pursuing strategic opportunities, providing supportive resources, promoting superior educational quality, and ensuring faculty involvement and responsibility in shaping Clemson's online future.

Clemson University and Pearson Education

The Clemson 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 with Adobe Specialist Program Detailed Student Outline:

Photography Module

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 photographyTerms for testing, pathology, and procedures of the reproductive system

<u>Photography Entrepreneurship Module</u>

The Successful Photogaphy 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

Adobe Photoshop Module

Meet Photoshop
- Why We're Here
- Getting to Know Photoshop
- Organizing Your Data
- A Quick Word on Creative Cloud
- Let's Get Going!

Fast Photo Fixes
- Cleaning Up Your First Image
- Shrink, Sharpen, and Save for the Web
- Fix Color Balance
- Basic Photo Restoration
- Fix Color in Aged Photos
- Removing Dust and Scratches
- Perfecting Great Images

Restoring and Colorizing
- Damaged Photos
- Restore Damaged Photos
- Rotate and Straighten the Image
- Sharpen and Save
- Colorize Black-and-White Images
- Add More Layers and Colors
- From Photo Editing to Designing
- Save for Multiple Purposes

Event Flyer
- Designing for Print
- Create a Print Document

- Import Images
- Blend the Image
- Master Text
- Enhance Designs
- Using Creative Tools
- Working with Filters
- Client Review
- Making It Final

Myths and Monsters
- Create a Mystical Animal
- Believable Blending
- Perfect Masks and Selections
- Finishing Touches

Digital Decorating
- Create a New Document
- About Artboards
- Smart Is as Smart Does
- Mask Mastery
- Brush Mastery
- Bring In the Lead Character
- Get Creative
- Warp Tour
- Color Coordinated
- Shapes, Splatters, and Selections
- Final Tweaks
- Quick Phone Wallpaper

Publishing Awesome
- Print at Home or Work
- Save for the Web
- Design for Commercial Printing
- Create Images for Use in Other Applications
- Get to the Next Level

Working with Insiders
- Insider Terminology
- Images and Industries
- Wrapping Things Up

Leveling Up with Design
- Creativity Is a Skill
- The Design Hierarchy
- The Elements of Art
- The Principles of Design
- Wrapping Up the Design Concepts

Working with Outsiders

- Who You're Talking For and Who You're Talking To
- Copyrights and Wrongs
- Think Like a Boss Conclusion

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