



John Smallwood  
*Instructor*

## KISD Career Center

1320 Stagecoach Rd.  
Killeen, Texas 76542  
(254) 336-3800

### **Commercial Photography II 6087 Practicum Commercial Photography 6174 Course Syllabus**

**Office Hours:** 8:15 AM – 4:15 PM Monday – Friday

**Conference Time:** 10:30 AM – 11:15 AM

**Office Phone:** 254.336.3861

**Email:** john.smallwood@killeenisd.org

**Course Website:** [www.SmallwoodPhotoClass.com](http://www.SmallwoodPhotoClass.com) | [www.Facebook.com/SmallwoodPhotoClass](http://www.Facebook.com/SmallwoodPhotoClass)

**Tutoring Days/Times:** Monday & Tuesday 8:10 – 8:40AM, 3:55 – 4:25PM. All other times by appointment only. Only students from my classes allowed in the classroom/lab/studio during tutoring unless prior permission is granted.

#### **Course Description**

This course emphasizes essential skills needed to setup, maintain, and facilitate the students own personal photography business. Throughout the course career opportunities and industry standards are taught. Students will attend school, community and local events for photo capturing. The type of events range from portrait sessions, sporting events, concerts, local photographer gatherings, Central Texas Fair & Rodeo, etc. Portfolio building and photo contests will be performed by students enrolled in advanced commercial photography. A student owned cameras for this course is highly recommended but not required. Student generated images are created exclusively outside of class time for this course. Students are required to provide their own transportation to events and locations.

#### **Method of Instruction**

Instruction will include, but not be limited to lecture, reading, class discussions, demonstration manipulative, video online instruction, and question and answer sessions. Photographers will demonstrate the understanding of materials presented based on image creation and capture, post processing, printing/displaying creations, and posting work on online photography sites. Lab instruction will include proper use camera equipment, computers, and peripherals. Safety instruction for shooting areas of the KISD Career Center and proper attire will be responsibilities of each photographer. Image capture outside the photography classroom will be restricted to all who cannot obey the safety and proper etiquette while out with camera equipment.

#### **Is this class for you?**

You will learn A LOT in this class. Skills you can use to make extra money, turn into a career, use when you are traveling and when you have your own families taking awesome family photos you won't have to pay for. BUT... It is a lot of work.

#### **How can I fail this class?**

By not taking pictures outside of class and turning in your work. This is the biggest reason students fail my class

## Course Timeline

### 1<sup>st</sup> Nine Weeks:

Online Websites & accounts set up  
Web site building and correlations  
Photo company branding begins  
Photography fundamentals review  
Equipment instruction and safety  
Sports Action/Reaction photography  
One light photo assignment  
Family/Work photo assignment  
Begin GoPro camera overview  
Portfolio building  
Contest material - assignments  
Event photography  
Begin field based photo assignments

Students will be required to attend one football game by the THIRD Saturday of the school year. Arriving one hour prior to the game and staying to the early part of the 4<sup>th</sup> quarter.

Students will be required to attend a second football game of their choice by a date determined by the instructor. Students must arrive prior to the game and shoot until 30 minutes after the completion of the game.

### 2<sup>nd</sup> Nine Weeks:

Off Camera Flash/Lighting (OCF) Assignment  
Lynda.com lessons on photography  
Writing with light  
Headshot Photography with Peter Hurley lessons  
Board Room display  
Night photography  
Begin contracted community photo assignments if available  
Continued online presence creation and company branding  
Begin business planning and pricing  
Holiday photo assignments

**Final Exam:** Students will be expected to print and turn in a 12 print portfolio of work. 3 previous assignment images may be included. Practicum will turn in 16 prints.

### 3<sup>rd</sup> Nine Weeks:

6 weeks of theme related Photo assignments (color, shape, reflection, etc.)  
Portfolio building and creation  
Shoot one complete varsity basketball game using three separate lenses.  
Contest entries readiness  
Panoramic Bracketing  
Attend ATPI conference (optional)  
Apply workflow skills and Photoshop skills to work

### 4<sup>th</sup> Nine Weeks:

Non-Photographing Project  
Complete Portfolio  
Photoshop certification if needed  
Complete business online presence

**Final Exam:** Students will be expected to print and turn in a 16 print themed portfolio of work. 3 previous assignment images may be included (may not be from previous semester)  
Portfolio book will only be allowed to go home at the end of the year if all images for both semester portfolios are fully and successfully completed, and to the portfolio specifications.

**Practicum Timeline** – Based on Personal, KCC, and Local Projects.

## **Grading, School Work, & Tutoring**

Formative 40%, Summative 60%

**Late Work** - Late work will be accepted up to 5 days after the due date, with a penalty of 10 points per day.

**Professionalism** - There will be times when students will be graded based on participation and professionalism related to industry standards. This is especially important when we have guest speakers, students will be made aware of the expectations prior to these assessments.

**Homework** – All work in the class is project based, therefore no homework is given.

**Tutoring Times:** Before school and during lunch. After school by appointment only. Only students from any of my classes are allowed

## **Textbook/Resources**

**Textbooks are provided by the district and are classroom sets only.**

*The Digital Photography Book*, by Scott Kelby

*Visual Poetry*, by Chris Orwig

## **Camera Equipment**

Student photographers who improperly use equipment and do not follow usage guidelines will find their use restricted or revoked. All equipment can be checked out with parental permission (separate signed contract given later 1<sup>st</sup> nine weeks of class) and with instructor approval.

## **Tardy Policy**

Tardiness will be assessed as per KISD Career Center Student Handbook, and will be documented accordingly.

## **Substitute Teacher**

Substitute teachers are guest in my classroom and should be given the respect of all students while I am not present.

## **Chewing Gum**

Chewing gum in class is a privilege, but it should not be seen or heard by the teacher. If the gum is seen or heard you will be asked to throw it away.

## Student Expectations:

**Food - NO FOOD OR DRINKS IN THE CLASSROOM!!!** Only bottled water is allowed during class

No make-up is to be applied or hair brushed while class is being conducted. For photo shoots of course.

Do not disconnect, switch, add, or remove peripherals from the computer (mouse, keyboard, network, etc.) without instructor permission and instruction.

Students are not permitted to download or upload games, software, pics, music or any other item, file or application from the **internet, flash drives, portable hard drives, phones, Ipads, Ipods, online/offline servers or any other electronic device** except for pictures, PSD files, or fonts to be used in class projects.

Students **MUST** adhere to ALL copyright and fair use guidelines.

All students must have a place to store notes, handouts, etc. to keep for class.

All students need to have paper, pen (blue or black) daily.

No leaving the classroom except in the case of an emergency.

Classroom seats are **NOT** assigned until the end of the first week, the teacher reserves the right to move students if needed.

## Cell Phones & Earphones

Cell phones may be used for camera purposes throughout this course. During direct instruction or facilitating of information all phones screens are to black and unused. Flashing lights for incoming messages is unacceptable.

The use of earphones listening to music while working on computers or within the classroom/lab is acceptable when direct instruction or facilitating of information is **NOT** taking place. While using earphones the volume level needs to be set with ability to hear the instructor. Please keep in mind that your music should not be heard by anyone but you.

Use of these items with the classroom/lab is a privilege not a right. Any violation of these procedures will constitute individuals to lose the use right within the classroom/lab.

## Photo/Video Release

Please note that students will be working in portrait studio and photography industry settings. Working closely with other communication areas here at the Killeen ISD Career Center exposing students to potentially being featured on TV, online, and/or on social media accounts associated with the school district. Students and parents/guardians, by being in the Commercial Photography class give their permission for still images, video and audio to be used by Killeen ISD in online or over the air broadcasts, as well as publications/social media accounts associated with the district. **NO** photos and/or videos will ever be released that present your student in anything less than a positive light. By signing and returning this syllabus, you acknowledging and approving the use of your student's image and talent in this manner.

## Communication

Later this school year students will have the opportunity to check out camera equipment. Only during such times might there be a need to communicate with the photography instructor via cell phone. Communication is via text message or phone call will be done strictly through a third party Google phone number. Recording all communications. By signing and returning this syllabus, you give the instructor and student permission to communicate ONLY if needed while school equipment is checked out and in the possession of the student.

## Remind

Throughout the school year, messages are sent to students regarding assignments, projects, shooting locations, event logistics, etc. The best way to stay informed is by following Remind. Through your cell phone either app, text messages, or email. Below are the instructions for setting up Remind.

### LEFT – Commercial Photography 2

### RIGHT – Commercial Photography Practicum



## Sign up for important updates from Smallwood.

Get information for KISD Career Center right on your phone—not on handouts.

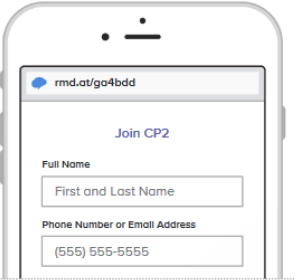
Pick a way to receive messages for CP2:

**A** If you have a smartphone, get push notifications.

On your iPhone or Android phone, open your web browser and go to the following link:

[rmd.at/ga4bdd](http://rmd.at/ga4bdd)

Follow the instructions to sign up for Remind. You'll be prompted to download the mobile app.




**B** If you don't have a smartphone, get text notifications.

Text the message @ga4bdd to the number 81010.

If you're having trouble with 81010, try texting @ga4bdd to (720) 606-4502.

\* Standard text message rates apply.



Don't have a mobile phone? Go to [rmd.at/ga4bdd](http://rmd.at/ga4bdd) on a desktop computer to sign up for email notifications.



## Sign up for important updates from Smallwood.

Get information for Practicum right on your phone—not on handouts.

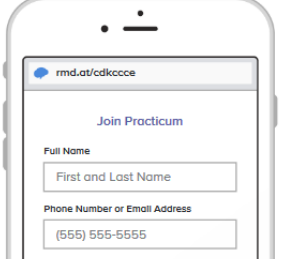
Pick a way to receive messages for Practicum:

**A** If you have a smartphone, get push notifications.

On your iPhone or Android phone, open your web browser and go to the following link:

[rmd.at/cdkccce](http://rmd.at/cdkccce)

Follow the instructions to sign up for Remind. You'll be prompted to download the mobile app.




**B** If you don't have a smartphone, get text notifications.

Text the message @cdkccce to the number 81010.

If you're having trouble with 81010, try texting @cdkccce to (720) 606-4502.

\* Standard text message rates apply.



Don't have a mobile phone? Go to [rmd.at/cdkccce](http://rmd.at/cdkccce) on a desktop computer to sign up for email notifications.

## Dress Code

The following is an excerpt from the Killeen ISD Career Center Dress Code policy:

KISD Career Center follows dress code policies as outlined on the KISD Student Code of Conduct. Wednesdays have been designated as "Professional Dress" days for the Career Center. Students shall be dressed appropriately for the specific program of study. All dress code issues will be subject to the campus administrator's judgement. Students considered to be in violation of the dress code shall be advised by a campus administrator and given an opportunity to .....

To view the complete dress code policy go to <https://goo.gl/iLdbUK>

Professional Dress for the Commercial Photography will consist of black pants/jeans or black skirt, dark shirt (polo style shirt preferred), and comfortable black/dark shoes (closed toed preferred, not required). No flip flops. No thin strap tops.

### Professional Dress Standards

Professional Dress day will be on Wednesday's unless otherwise instructed.

Here are the requirements. Commercial Photography will consist of:

- Black pants/Black jeans
- Black skirt/dress
- Dark solid shirt (polo style preferred)
- Commercial Photography polo is acceptable
- Comfortable black/dark shoes (closed toed preferred, not required).
- Solid black athletic shoes are acceptable. Soles may be any color.

Below is what is NOT acceptable:

- No flip flops.
- No thin strap tops.
- No blue jeans.
- No rips or holes.
- No pants/jeans with rips or holes.
- No black t-shirts with any text. (This includes the KCC black shirt)
- No Blue KCC Photo shirts.
- No yoga pants.

**Attire:** While attending public events while photographing and completing work for Commercial Photography II clothing must meet and exceed the KISD Student Code of Conduct. Absolutely NO ripped jeans, spaghetti strap tops, exceedingly short shorts are permitted. Appropriate footwear for each event is to be worn (closed toed shoes at all times). Student appearance while in a public setting is a reflection of the student and the KISD Career Center Photography program. Consult with your instructor regarding any questions BEFORE the event. When in doubt wear all black.

## Photography Club

Through the Commercial Photography program at the Killeen ISD Career Center students may join the Photography Club. Shooting events take place throughout the school year and members attend the Association of Texas Photographer Instructors Winter Contest and Conference held in late February in either Arlington or Austin. Joining is NOT required but an opportunity to learn more photography skills and interact with state, national, and international photographers. Through the club we perform photo services for fund raising. No candy, cookie, any other products are sold. More information on joining Photography Club will come from the instructor.

## Snickers Requirements

During the school year the photography instructor will bring his personal canine companion to school for the Veterinary Technology students to simulate skills needed for training. The canine goes by the name "Snickers" referred to in the master's home often as "Snickerdoodles". Note that at the beginning and end of instructional days Snickers may be present in the photography leaning environment. In the event there is an "accident" within the learning area the instructor will be responsible for clean-up, since it's his canine. Warning though. If you engage said canine (dog) be prepared to continue petting until your arm falls off. Snickers is a Bagel. Part Bassett Hound and Beagle. This means Snickers is stubborn, fun loving, enjoys attention, is playful, enjoys attention and thinks she is part human at times.





John Smallwood  
Teacher

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### Classroom Rules of Conduct

In order to guarantee you and all students in my classroom, the excellent learning climate you deserve, I utilizing the following discipline plan in my classroom.

I believe all students can behave appropriately in my classroom. I will NOT tolerate any student preventing me from teaching and/or any student from learning. In addition to the student handbook guide the following rules will be followed in my classroom.

#### Rules

Follow all district and campus policies.

1. Follow teacher instructions.
2. Bring required supplies to class daily.
3. Use school appropriate language: No profanity.
4. Respect others:
  - Keep hands, feet and objects to yourself.
  - No teasing, putdowns, or rude gestures.
5. Know and follow all lab procedures.

#### Positives for student success:

1. Positive phone calls to parents
2. Verbal Praise
3. E-mail to parents.

#### Consequences for not adhering to the rules stated above:

1. Teacher Warning
2. Student-Teacher Conference / Parent Contact
3. Counselor Intervention
4. Referral

Automatic referral for severe and repeated violations.

#### Affidavit

My signature on the following page and return to KISD Career Center indicates that I have read and understand this syllabus. Must be signed by all parties and returned.





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## Student

I have read the **Advanced Commercial Photography Course Syllabus** and agree to follow the rules and classroom procedures outlined above to ensure my success in this class.

Student's Name (print): \_\_\_\_\_ Class Period: \_\_\_\_\_

High School: \_\_\_\_\_ Grade Level: \_\_\_\_\_

Student's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_

Home number: \_\_\_\_\_ Cell number: \_\_\_\_\_

## Parent / Guardian

I have read these guidelines and agree to work with my student to ensure they are followed. I understand that the procedures outlined in these guidelines are in place to ensure my student has a successful year.

Additionally, I give my permission for Mr. Smallwood to communicate with me regarding student progress. This communication may include, but is not limited to student success, current grades, upcoming assignments, professionalism, behavior and attendance.

Parent/Guardian's Name (Print): \_\_\_\_\_

Email: \_\_\_\_\_

Home number: \_\_\_\_\_ Cell number: \_\_\_\_\_

Parent/Guardian's Signature: \_\_\_\_\_ Date: \_\_\_\_\_