Orientation letter for PHOTO 220 – Business of Photography

Dear Student:

I would like to welcome you to the photography course Business of Photography.

Course Purpose and Description: This course introduces the business of photography, including training and strategies in creating a studio space, business and marketing plans, building clientele, contracts and forms, creating portfolios and pricing.

There are several things you should be aware of before we begin:

1. There are NO face-to-face meetings for this course – it is completely online. It is ESSENTIAL that you read through ALL course materials located on the course Blackboard site. The course Blackboard site will be available beginning the first day of class (please see the schedule of classes for specific date).

2. This is a short-term fast-paced course.

3. Course Blackboard site: http://bb.canyons.edu/ (note there is NO “www”). Your login is your 7 digit COC student ID number: ID #1234567, would login 1234567. Your Password is “student.” Please log into blackboard before the start of class and check your contact info to make sure that the correct email address is listed for you, if this info is incorrect I will have no means of contacting you.

4. For assistance with the Blackboard site: http://www.canyons.edu/Offices/Distance_Learning/ or call 661-362-3344 or direct your question via e-mail to bbsupport@canyons.edu.

5. The Minimal prerequisite skills required for the students taking this online course are:

   a. Basic computer operations
   b. Word processing skills
   c. Copy and paste between software programs
   d. Email with the ability to include an attachment
   e. High speed internet accessibility
   f. Ability to navigate and research on the internet
   g. Use proper electronic communication, i.e. Netiquette
   h. Knowledge of burning files to and accessing files from CD-ROM
   i. Ability to download image files from a memory card or Photo CD
   j. Ability to communicate clearly in writing using Standard English.
6. There is NO required book for this course. Required reading materials will be available on the Blackboard site.

7. Additional online course materials such as lectures and videos are provided on the Blackboard site.

8. The course will require approximately 10-12 hours of time per week reading and accessing blackboard. Extra time will be spent doing research for your assignments.

9. Student E-mail: College of the Canyons provides a student email account for all college business and communication. Please go to http://www.canyons.edu/Offices/Admissions/StudentEmail.asp.

   In order to comply with FERPA, any correspondence with the college not coming from your student email account will be disregarded. All course reminders and announcements will be sent through the course site using your COC email accounts. You will miss important information if you forget to check your COC email. Certain e-mail providers will either block or forward emails automatically to a bulk mail folder. Please double check and insure that course email communications are not in your spam folder.

If you have any questions please do not hesitate to email me.
Sincerely,

Donna R. Pattee-Ballard
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