PROMOTIONAL PROJECTS
Course Syllabus

Course Number: PHTO-1515  
OCAS Code: None  
OHLAP Credit: No  
Course Length: 45 Hours  
Career Cluster: Arts, A/V Technology & Communications  
Career Pathway: Visual Arts  
Career Major(s): Digital Photographer

Pre-requisite(s):  
Course Description: This course provides the skills for production of the projects done with digital cameras and involves aspects of customer relationship with service skills, organization, phone appointments, group arrangements and working with people in studio and on location.

Textbooks:  
Photovision DVD Series

Course Objectives:  
A. Discuss Promotional Projects.  
1. Review previous years’ examples.  
2. Determine promotional techniques.  
3. Discuss needed changes for projects.  
B. Setup for Promotional Photographs.  
1. Discuss photography layout.  
2. Discuss customer service related to photography.  
3. Set-up and schedule appointments for class photographs.  
4. Set-up and schedule appointments for various student group photographs.  
C. Take Pictures for the Promotional Project.  
1. Take photographs using digital camera for candid’s on location.  
2. Use auxiliary lighting for large groups for project.  
3. Develop, print, and archive proofs using CDs.  
D. Practice Customer Service Techniques.  
1. Explain customer service.  
2. Define the golden rule of customer service.  
3. Identify the customer and his/her needs.  
4. Point out customer expectations.  
5. Discuss appointments and calendars.  
6. Practice effective telephone techniques.  
7. Discuss photograph copyright laws.

All unmarked objectives are TTC instructor developed.
Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
   2. Each course must be passed with seventy (70%) percent or better.
   3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit: The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.