



Photo by Sandra Leung

## BUSINESS MANAGEMENT

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**Business Management** is a course that is relevant to all areas of professional photography, including commercial, retail, editorial and fine art. The focus of this course is primarily on the logistics of running a photographic business. There are many general business issues that seem simple and direct, but can have major ethical and legal implications on your work. The first part of the course explores the methods and considerations of producing estimates and proposals. Topics such as the usage scale, copyright, pricing, material costs, billing and location/propping costs are covered in-depth. The fact that your estimate is the last chance to promote yourself to a client is stressed throughout, thus presentation skills are also looked at closely. The other major topics of this course are legal and ethical business considerations, exploring areas such as copyright laws, what you legally can or cannot shoot, standard photographic contracts, what a client can expect of you, and you of the client. Also covered in detail are business finance issues such as GST&PST, business licenses, invoicing & paperwork.

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Instructor: **Sandra Leung** is a lifestyle people photographer and is the owner & principal photographer of the Yaletown Wedding Gallery & Yaletown Photography. With more than eighteen years of combined photography and marketing & communications experience, Sandra fuses her corporate background with her artistic photographic skills to create imagery that helps clients achieve strategic marketing objectives. Sandra's work has been published in numerous local & international publications and she has been an active contributor to local publications such as Wedlux, Real Weddings, Wedding Bells, Georgia Straight and BC Business.

### WEEK BY WEEK SESSIONAL OUTLINE

1	Introduction to Business Management. The process & framework behind pricing & creative fees. Intro to Commercial Photography Pricing, Estimates & Usage.
2	Commercial Photography Pricing, estimates & usage. Guest Speaker: Rick Etkin, Commercial Photographer.
3	Editorial Photography Pricing & Estimate, Consumer Photography Pricing & Estimates. Run-through of class Assignments & Layouts.
4	Part II — Consumer Photography Pricing & Estimates. Fine Art Photography Pricing & Estimates — Guest Speaker: Pennylane Shen Copyright & contracts. This session explores Canadian copyright laws and photographer and designer contracts. Guest Speaker: Rick Etkin.
5	Commercial Photography Panel — Guest Panel: Rick Etkin, Raeff Miles, Lisa Kaulback, Claire Kahn, Kevin Lanthier, Greg Blue
6	Mid-term evaluation. Students will be critiqued on assignments to date. Feedback & critique on assignments will be provided.
7	General legal issues will also be discussed for Creatives, such as what can and cannot be done with your work.
8	Negotiating techniques. This session looks at the art of negotiating for creatives from pricing and contract issues to creative issues, this class will strive to help you create “win / win” client negotiations.
9	General business issues discussed— Creating a Business entity (sole proprietorship vs. incorporating), Taxes (GST/PST), financial planning, invoicing, job tracking, paper work etc. Discussion on insurance and business ethics (licenses & permits).
10	Final Presentation & Delivery of your Product – Proofing, Albums and more. Guest Speaker: Beau Photo to speak on latest trends in Album design & Album assembly. Review images from Week 9. Wrap up.
11	Quoting Assignments due for critique.
12	Final photo assignments due for critique - wrap up lecture.