



# New York Institute of **Photography**

**2021 Catalog**

**41 East 11th Street, 11th Floor, Suite 66, New York, NY 10003**

**212-867-8260 | [NYIP.edu](http://NYIP.edu)**



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# NEW YORK INSTITUTE PHOTOGRAPHY

## MISSION STATEMENT, VALUES AND STUDENT LEARNING OUTCOMES

### MISSION STATEMENT

NYIP's mission is to empower students to achieve their aspirations through flexible, convenient, affordable, and highly relevant education.

### VALUES

**Accountability:** We set measurable goals and are accountable to students and to each other for our actions, performance, and results.

**Integrity:** We operate with the utmost integrity and treat both our fellow colleagues and our students with dignity and respect. We also expect integrity from our students.

**Passion:** We believe we can make a difference in people's lives and want to help all students, faculty, and staff members realize their individual potential.

**Teamwork:** We believe collaboration and communication among students, faculty, and staff are essential to achieving great outcomes for students and our company.

**Excellence:** We strive to uphold high standards in our academic programs, student experience, and support services, and are continually seeking ways to improve each of these areas.

### INSTITUTIONAL OBJECTIVES

**Job-Specific and Technical Skills:** Graduates will be trained in job specific technical knowledge and the common body of knowledge associated with a specific program.

**Professional and Life Skills:** Graduates will be trained in professional and life skills that include responsibility and self-motivation.

**Qualifications for Advancement:** Graduates will have the skills and credentials to apply for jobs, change careers, advance in their current workplace, start their own business, and/or pursue skill-based hobbies and interests.

## LEGAL GOVERNANCE

Professional Career Development Institute, LLC (PCDI) owns and operates the three Ashworth schools: Ashworth College, Ashworth Career, and James Madison High School. PCDI Canada and Distance Education Company (DEC) are wholly owned subsidiaries of PCDI. In 2009, PCDI was acquired by Sterling Partners. In 2019, Penn Foster Education Group, Inc. acquired Sterling Partners' ownership interest. DEC operates three schools: New York Institute of Photography, New York Institute of Art and Design (formerly Sheffield School), and New York Institute of Career Development.

## THE BOARD OF DIRECTORS COMPRISES THE FOLLOWING MEMBERS:

- Frank Britt
- Thomas Blesso

## THE COURSE ADVISORY COUNCIL COMPRISES THE FOLLOWING MEMBERS:

Subject	Name	Title
Photography	Patrick Donehue	Professional Photographer, Consultant, Educator
Photography	Tim Pannell	Professional Photographer
Photography	Timothy Archibald	Professional Photographer
Photography	Ethan Pines	Professional Photographer
Photography	Gwynee Evans Reid	Professional Producer
Photography, Art and Design	Robert Mansfield	Art and Design Director, Forbes Media
Art and Design	Keith Gallagher	Creative Director, DEC
Art and Design	Melissa Estrada	Interior Designer
Art and Design	Natasha Lima-Younts	CEO, Gables Interiors
Art and Design	Mark Rammel	Co-Founder & Creative Director Armchair Studio
Art and Design	Janet Ramin	Interior Designer
Allied Health	Marie Capps Berry	President, Education Consulting Services
Allied Health	Regina Forbes	Pearson, Sales Director, Private Sector
Allied Health	Ellie Halibozek	Medical Billing and Coding Curriculum Developer
Allied Health	Dr. Beth Markham	Chief Nurse Administrator, Ashworth College
Allied Health	Thomas Frisco	Pharmacy Technician Program Director
Allied Health	R. Michael Schafer	President, EdPartners, LLC. Former ABHES Commissioner
Allied Health	Carole Schanel	Educator and Program Director (Retired). Former ABHES Commissioner
Pharmacy Technician	Thomas Frisco, BS Pharm.	New York Institute of Career Development, Program Director
Pharmacy Technician	George Flabum, Phrm. D.	Assistant Director of Pharmacy at Mt. Sinai Hospital
Pharmacy Technician	Lewis D'Iorio, R.PH.	Owner of LDT RX Solutions,
Pharmacy Technician	Phil Altman, R. Ph.	Owner of Healy Choice Compounding Pharmacy
Pharmacy Technician	Dr. Laura Cvek, Pharm, D.	Pharmacist, Health Choice Compounding Pharmacy
Pharmacy Technician	Saha Falbum, Pharm. D.	Associate Professor at Fairleigh Dickerson University
Pharmacy Technician	Nicholas Dowbak	Walgreens Field Recruiter
Pharmacy Technician	Charrai Byrd, Pharm. D.	New York Presbyterian Hospital. President, NYC Society of Health System Pharmacists
Pharmacy Technician	Donny Ramscook	Supervising Pharmacists, Maxor Pharmacy
Business	Micaela Alpers	President, Education Division, CareerTeam
Business	Jacob Boller	Director of Operations, DEC New York
Business	Dr. Michael Hillyard	Consultant, Accreditation and Higher Education Strategy
Business	Lucy Alvarez	Retired Executive Chef
Business	Blanche Barfield	Ashworth Graduate, Travel Agent Program
Business	Hilton Joseph	Co-Owner and Manager, Cuban/Spanish Themed Restaurant
Business	Scott Katz	Group Vice President, Learning Solutions, SunTrust Banks
Business	Christina Mathews	Catering Sales Manager, Atlanta Marriott Peachtree Corners
Business	Dawn Taccone	SERV Safe Instructor, California State University Pomona and Wedding Planner/Caterer
Business	Daniel Taccone	Sr. eCommerce Manager, Hilton Hotels

# ACCREDITATION AND STATE LICENSING

## NYIP ACCREDITATION

NYIP is a fully accredited Photography school. The school is proud to be accredited by the Distance Education Accrediting Commission (DEAC) and licensed by the New York State Education Department.

## NEW YORK STATE EDUCATION DEPARTMENT

The New York State Education Department (NYSED) is one of the most respected education agencies in the United States. The New York Institute of Photography is licensed under the demanding standards of NYSED, and all its courses are regularly reviewed and approved by NYSED, ensuring that the school maintains the highest standards of education materials, student service and business practices. All NYIP teachers and key staff are licensed by NYSED. A full explanation of NYSED's requirements that pertain to NYIP is available in this catalog.

## DEAC

The Distance Education Accrediting Commission is listed by the U.S. Department of Education as a recognized accrediting agency. The Distance Education Accrediting Commission is recognized by the Council for Higher Education Accreditation (CHEA).



## BETTER BUSINESS BUREAU (BBB)

The mission of the Better Business Bureau is to advance marketplace trust. This is accomplished through a number of different actions. First, the BBB sets standards for trust and encourages businesses to adopt them. It engages with businesses and educates consumers to ensure that best practices are well-known and followed. The BBB celebrates marketplace role models and addresses substandard business behavior to create a community of trustworthiness.

The New York Institute of Photography has been accredited by the Better Business Bureau of Metro New York since 2015. The BBB reviewed NYIP's advertising and student servicing and has certified that NYIP meets or exceeds their list of best practices, meaning students can feel confident that NYIP lives up to the promises made to new students.



## STUDENT TUITION RECOVERY FUND FEE AND DISCLOSURE: (CALIFORNIA ONLY)

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition. You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program. It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 N. Market Blvd, Suite 225, Sacramento, CA 95834, (916) 574-8900 or (888) 370-7589. To be eligible for STRF, you must be a California resident or are enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teachout plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within -the 120-day period before the closure of the institution or location of the institution or were enrolled in an educational program within the 120-day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 day before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF. A student whose loan is revived by a loan holder or debt collector after a period of noncollection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law. However, no claim can be paid to any student without a social security number or a taxpayer identification number.

# ADMINISTRATION

## EDUCATION OPERATIONS:

### **Jacob Boller**

School Director / Director of Operations

### **Frank Britt**

Chief Executive Officer

### **Dara Warn**

Chief Customer Officer

### **Thomas Blesso**

Chief Financial Officer

### **Heather McAllister Esq.**

General Counsel and Secretary

### **Cindy Starr**

Chief Marketing Officer

### **Joshua Budway**

Chief People Officer

### **Nial McLoughlin**

Senior VP and Chief Technology Officer





# ACADEMIC YEAR, HOLIDAYS, CONTACT INFORMATION, HOURS OF OPERATION

## ACADEMIC YEAR

Students may enroll in NYIP's courses at any time of the year. There are no set class start dates and students do not have to wait until the beginning of a new session. All courses offered are flexible and self-paced, with students setting their own schedules within certain maximum allowable time frames per course. setting their own schedules within certain maximum allowable time frames per course.

## CONTACT INFORMATION

This information may be used to contact NYIP. Students should provide their name and student number on all communications with NYIP staff.

### Mailing Address:

New York Institute of Photography  
41 East 11th Street, 11th Floor, Suite 66  
New York, NY 10003

**NYIP Web Site:** NYIP.edu

**Career Services:** careerservices@NYIP.edu

**Student Forum:** Forum via Online Learning Center

**Online Learning Center:** courses.NYIP.edu

**Student Services E-mail:** info@NYIP.edu

## COURSE ASSISTANCE

**Tutor Assistance:** Academic Advisors 800.583.1736 or studentadvisor@NYIP.edu

**Course Instructor:** Each course syllabus provides information on contacting the faculty and the Academic Advisor support team. When students have course specific questions, they should first review their course syllabus to identify their team and contact information.

**NYIP Classmates:** Visit the Student Forum to find discussion forums

## HOLIDAYS

NYIAD is closed on the following holidays:

- New Years Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Day after Thanksgiving
- Christmas Eve
- Christmas Day



## PHONE GUIDE

**School Director:** 800.583.1736

**Academic Advisors:** 800.583.1736

**Admissions (Nonstudents):** 800.583.1736

**Career Services:** 800.583.1736

**Main:** 212.867.8260

**Military Services:** 800.583.1736

**Student Services:** 800.583.1736

## FAX DESTINATION

**Business Services:** 212-867-8122

Military Corporate Partnerships

**Education Services:** 212-867-8211

Lessons & Life/Work Exams

Mandatory Graded Assignments

Unit Exams

**Student Services:** 212-867-8122

High School Verifications

Financial Information

Student Account Changes

Career Services Assistance

## HOURS OF OPERATION

9:00 a.m. – 6:00 p.m. (Monday – Friday)

Eastern Standard Time



# ADMISSIONS

## ADMISSIONS PROCESS

- Prospective students wishing to enroll in the Professional Photography course must have a high school or equivalent diploma in order to enroll.
- Prospective students wishing to enroll in the Professional Photography course must have a high school or equivalent diploma in order to enroll.
- Prospective students under 16 cannot enroll.
- Prospective students under 18 with a completed high school diploma or its equivalent will need a signed permission on the Enrollment Agreement from his/her parent or guardian.
- Prospective students under 27 must arrange to have the high school diploma/transcript or its equivalent submitted to NYIP for admittance.
- Prospective students 27 and older are not required to submit evidence of high school completion or its equivalent, unless enrolling in the Professional Photography course.

## APPLICATION PROCESS

1. Complete an application online, by phone or via mail.
  - A. Apply online – The online application process is simplified to reduce processing time. The online application can be accessed from our Web site, [www.nyip.edu](http://www.nyip.edu) Applicants can indicate the course on the online application form.
  - B. Apply by phone during normal weekday working hours by speaking with a Licensed Agent at 800.583.1736
  - C. Mail or request an enrollment agreement from the Admissions Department at New York Institute of Photography, 41 East 11th Street, 11th Floor, Suite 66, New York, NY 10003
2. Within 24 hours of receiving the completed enrollment application, NYIP will provide instructions for online access to the first course and will ship the associated textbooks/course materials to the student address.
3. Students who are eligible for military benefits should contact a military advisor at 800.583.1736.

## **ENROLLMENT AGREEMENT**

The Enrollment Agreement (the "Agreement") is a legally binding contract when signed by the student and accepted by NYIP at its offices in New York and is governed by New York law. The student signature on the Agreement indicates that the student has read and understood the terms of the Agreement, has read and understood any literature received from NYIP, and believes that he/she has the ability to benefit from the course(s) selected. An electronic signature is a binding signature. Prospective students are encouraged to read through the catalog and materials prior to enrolling.

Access to course units will be limited if a signed enrollment agreement has not been received by NYIP.

**SPECIAL NOTE:** Students should be aware that courses are developed to provide foundational knowledge and/or skills. Because state regulations vary, students should contact their state agencies to determine if their chosen course is appropriate for their career goals. This applies particularly to design, business and health related fields.

## **STUDENT IDENTITY VERIFICATION PROCEDURES**

Student numbers are issued to specific people for the purpose of conducting NYIP business. Any abuse of these numbers (including obtaining for malicious use or attempting to obtain for malicious use, and false identification or attempted false identification) shall be cause for permanent dismissal from NYIP and any other of its affiliated schools.

## **ONLINE LEARNING CENTER ACCESS**

Students are required to create a password to access the Online Learning Center. The Online Learning Center is where a student can view his or her Academic and Personal records and should only be accessed by the student. Students should protect their password from others and not share it with anyone else (i.e., Academic Honesty Policy). School employees do not know student passwords and can only reset them upon their request. If a student's password is reset, he or she will be instructed to create a new one before he or she is able to access his or her account.

## **EBOOKS**

NYIP may use Vital Source to deliver eBooks in its courses. Students will be required to create a separate password for their eBook account the first time they access their eBook account. School employees do not know student passwords and cannot reset them. If a student forgets his or her password or needs it reset, he or she will need to contact Vital Source directly.

## **EMAIL**

NYIP uses the e-mail listed on a student's account to send academic and school updates. These communications can be personal in nature and for this reason we recommend that students use an e-mail that is not shared with others.

## **STUDENT VERIFICATION**

If NYIP suspects that a student's account has been compromised, access to the student account may be blocked until student's identity has been verified. This process is done only to protect the student's interest. Students are responsible for all comments, exams, and assignments posted on their account. If a student feels that his or her account was compromised by someone else, he or she must change his or her password immediately and notify the school. A student's identity will also be verified for all proctored exams.

## **STUDENT REFERRAL BONUS**

NYIP relies on its students to promote its school. If a student refers a friend, both the new student and the student who made the referral will benefit. All active students and graduates who have been enrolled in a NYIP course for more than 14 days are eligible to refer a new student. When the new student enrolls, that student should provide the name and student number of the person who referred him/her. Both the new student and the student who made the referral are eligible to receive an Amazon.com Gift Card after the new student has been enrolled for 30 days. The existing referring student must also be an active enrolled student at the "30-day mark" in order to receive the bonus. If the existing student is no longer an active student, the new student will still receive his/her bonus. The amount of the gift card may vary depending on specific promotions but will not exceed \$50 per student.

There is a limit of one bonus per year per student. There are no completion requirements to receive the referral bonus. The bonus will be issued within 30 days of eligibility requirements being met and will be sent to the email associated with the student's record.



# **ACADEMIC INFORMATION**

## **INSTRUCTIONAL MODEL**

NYIP aims to provide students with engaging, comprehensive, and high-quality curriculum in a flexible and convenient online learning environment. The school strives to meet the educational goals of its students while giving them the opportunity to set the pace of their learning on a schedule that is compatible with their lifestyles and personal/professional commitments.

NYIP's enrollment model is an open-enrollment track wherein students can enroll in courses and certificates at any time without having to wait for a class start date. The learning model is self-paced within certain maximum time limits per course and/or certificate. NYIP's instructional model is comprised of an instructional team approach. The instructional team includes highly qualified academic advisors, certified instructors, subject matter experts, course authors, and support staff. NYIP's team is available to work with students as needs arise. The team approach allows NYIP to customize support to individual student needs. Each course syllabus provides information on contacting your faculty and the Academic Advisor support team. When students have course specific questions, they should first review their course syllabus to identify their team and contact information.

## **ACADEMIC ADVISING**

Students are encouraged to take advantage of the knowledgeable academic guidance available through NYIP's team of student advisors by e-mail, mail, online ticketing, or phone. All student questions and inquiries will be responded to in a timely manner by NYIP academic advisors and the customer service team. Through the NYIP Online Learning Center, students may review course materials; track lesson progress, shipments, and grades; check account balances and make tuition payments; request academic guidance or customer support; access the online library; and participate in the Student Forum.

## **COURSE LOAD**

Career Certificate

To earn a NYIP certificate, a student must complete all lessons in the course with a minimum overall grade of 70. The number of lessons in certificate courses varies depending on the course.

## **ENROLLMENT STATUS**

The school provides students with many mechanisms to help students stay on track for timely completion of course and graduation requirements. In the Online Learning Center there is a Progress Tracker, which displays students' percent progression through their course. For information on the time frame allowance, see the "Completion Time" section in the enrollment agreement.

## **TRANSCRIPTS AND GRADE REPORT**

Students who need a transcript of completed courses from NYIP should contact Student Services. Students should specify whether they need an official or unofficial transcript.

An official transcript is one sent by NYIP directly to an institution or employer. An official transcript will be sent only if the student account is paid in full. The first copy of an official transcript is free; there is a \$10.00 fee for any additional official transcripts requested.

An unofficial transcript is one sent by NYIP directly to the student. An unofficial transcript will be sent only if the student account with NYIP is current and there are no past due amounts owed. Students who request that an unofficial transcript be mailed to them will be charged \$10.00 per transcript.

Students can view their course of study, progress report and grades in the Online Learning Center.

## **TRANSFERRING CREDITS**

NYIP does not accept transfer credit of previous training from other institutions.

A student may wish to transfer coursework from NYIP to another institution. Licensed private career schools offer curricula measured in clock hours, not credit hours. Certificates of completion, i.e., school diplomas, are issued to students who meet clock hour requirements. The granting of any college credit to students who participated in and/or completed a course at a licensed private career school is solely at the discretion of the institution of higher education that the student may opt to subsequently attend.

Students should be sure to keep learning guides, textbooks, other study materials and printed copies of online study materials in case these materials are needed for transfer credits verification by the receiving institution.



# **COURSE FORMAT AND ACCOUNT ACCESS**

## **COURSE FORMAT**

The course includes the following sections as part of the course format. Each course may have a different set of materials and assessments; see the syllabus for details for that course.

- Orientation
- Catalog
- Textbook/eBook (When Required)
- Lessons
- Reading Assignments
- Video Lectures and demonstrations
- Practice Exams
- Unit Exams
- Unit Projects

## **ACCOUNT ACCESS**

NYIP students access their student account information, online courses, schedule, and grades in the Online Learning Center. All online courses reside on a custom Learning Management System. NYIP's online courses are designed to be engaging, user-friendly, and easy to navigate. Students can perform the following tasks online via the Online Learning Center and learning management system.

1. View and edit account information
2. View account balances and make tuition payments
3. Access online courses and course materials for current and completed courses
4. Submit projects and multiple-choice exams
5. View project and exam grades
6. Be a part of NYIP's online Student Forum
7. Download school forms and Catalog

## **COMMUNICATION WITH STUDENTS**

Students are required to set up and maintain their profile information within the NYIP Online Learning Center ([courses.nyip.edu](https://courses.nyip.edu)). It is the responsibility of the student to ensure that the information within the student profile is accurate and current. All e-mail correspondence from NYIP will be sent to the e-mail address listed on the student profile. Also, where applicable, materials will be shipped to the address on the student profile. NYIP is not responsible for shipments or correspondence sent to the incorrect shipping address or e-mail address.



## **TEXTBOOKS AND SHIPMENTS**

The format of student learning content varies by course. Courses may consist of printed materials, wholly online content or a blend of printed and online content. If hardcopy textbooks and printed learning guides are part of a student's course the required materials will be shipped to students at the start of that course.

When required, printed materials are shipped one Unit at a time to students enrolled in the course. Corresponding with when access to online Units is granted. For students who pay in full this access is granted once their balance is cleared. And the balance of physical materials (Units 2 – completion) are shipped once the 14-day trial period has passed.

## **SHIPMENT ERRORS**

Students who receive an incorrect or incomplete shipment should call Student Services for assistance. Students have 60 days to notify the school; after 60 days, students will be responsible for any replacement fees.

## **REPLACEMENT FEES**

Students who need to replace any study materials should call Student Services for assistance. There will be a replacement fee for each item. The fee can be added to student's account on student's next invoice with tuition payment or paid by check or credit card. The item will ship once payment is cleared and student's account is current.

## **STUDENT FORUM**

The NYIP Student Forum (Forum) is a fully interactive, student-driven, and staff-supported virtual campus that provides students a complete social learning experience from the day they enroll to graduation and beyond. The Forum is comprised of different discussion threads that correspond to the various areas of study offered at NYIP. What makes the Forum special is that members have the unique opportunity to connect with other students and academic advisors all while making new friends, sharing opinions and experiences. The Forum integrates excellent interactive and academic elements to create a fully supported social learning experience for our students. Visit the Forum by clicking on the Forum banner in the Online Learning Center. NYIP reserves the right to remove any post from the student forum that does not comply with the conduct and communication policy.

## **CLASSES AND ASSIGNMENTS**

Students are provided online access to their first Unit of lesson material immediately upon enrollment. When the course contains physical shipments, materials and printed course materials are shipped within a week of enrollment. Subsequent lesson shipments and/or online access to lesson Units are automatically triggered when the student makes two (2) monthly payments. Students can begin their courses immediately upon enrollment but are free to set their own pace of study though students are encouraged to submit lessons regularly.

Each course is composed of lessons. Each lesson typically contains lecture notes, check your learning exercises, multiple-choice exams, and assignments. Multiple-choice exams are auto-graded immediately upon submission and students can view their grades immediately. Assignments are graded within 7-10 calendar days of student's submission, and students can view their grades along with grader feedback and comments.

## **END-OF-COURSE SURVEY**

Students are to complete End-of-Course Surveys for each course that they have completed. The End-of-Course Survey includes questions on student engagement, student readiness, teacher and academic advisors support, technology, curriculum, resources and other support. Student feedback through the End-of-Course Survey is an opportunity for students to have a voice in their course of study and is an essential part of our process of continual improvement.

## **TERM OF ENROLLMENT**

You have up to 24 months (18 months plus a free 6-month extension) to complete your course. Students who do not complete all of their exams and projects for each unit by the end of their initial completion period may request an extension period for a fee. Students who still not have not completed their studies after 2 extension periods must start the course over if they wish to continue.

While you have the full 24 months to complete the average time to completion is 18 months. We suggest that you set a study schedule that will allow you to complete one unit of study every four months.

## **CAREER SERVICES**

Students and graduates may contact student services for help with career services at 212-867-8122. Students and graduates may also contact their Student Advisors for professional advice related to their career.

NYIP does not offer job placement.

# ACADEMIC POLICIES

## ACADEMIC HONESTY POLICY

Academic integrity is the hallmark of excellence and the foundation of higher education, which requires honesty in scholarship, research, and all course work. Students are always expected to submit their own work for all assignments, to present their own work and ideas in all discussions, and to properly cite original authors and others when referring to sources used. Students must succeed in their classes and courses without violating the Academic Honesty Policy.

To preserve the integrity of NYIP 's courses and maintain the high quality of education, the Faculty and Administration must address any charge of a violation of the academic honesty policy. At each penalty level the case is reviewed by the School Director. The due process procedures include a formal request for inquiry and research to prove or disprove the charge. A proven violation carries academic penalties. Students who violate the Academic Honesty Policy will receive a warning on a first offense, will be placed on probation for a second offense, and will be cancelled from the institution on a third offense. Students may appeal the cancellation but may not appeal the warning or the probation. If an egregious violation occurs, students may be immediately academically dismissed from their course. The School Director reserves the right to issue any penalty subject to the severity of the violation.

## ACADEMIC HONESTY VIOLATIONS

The following violation types deserve close attention because they summarize various violations of academic honesty. This list below is not exhaustive but captures the predominant violations, which occur. Students must strive to honor the regulations to preserve the integrity of their grades and diplomas.

- 1. Cheating:** representing material, either written material or images, prepared by another, as my own work.
- 2. Fabrication:** Intentional and unauthorized falsification or invention of any data, information, or citation in an academic exercise.
- 3. Plagiarism:** Intentionally representing the words, ideas, images, or sequence of ideas of another as my own in a unit project or assignment, and failing to attribute quotations, paraphrases, or borrowed information from other sources.
- 4. Facilitating Academic Dishonesty:** Intentionally or knowingly helping or attempting to help another student to commit an act of academic dishonesty.

NYIP has the right, at its discretion, to review any exams/assignments that have already been graded and to change the grade if plagiarism is found.

**The result of the investigation may lead to the following disciplinary action that can include but is not limited to:**

**Warning**

- Documented counseling by staff
- Revision and resubmission of work with possible grade penalty
- Submission of alternative assignment

**Probation**

- Documented counseling by staff
- Revision and resubmission of work with possible grade penalty
- Submission of alternative assignment
- Fail the assignment
- Dismissed from course, suspension from the institution

**Dismissal**

- Academic dismissal from NYIP

**UNAUTHORIZED ACCESS TO OFFICIAL NYIP MATERIALS**

Students may not take, attempt to take, or in any unauthorized manner gain access to, alter, or destroy any materials pertaining to the administration of the educational process (including exams, grade records, answer keys, etc.). Unauthorized access includes sharing one's student user name and/or password with another person or organization who is not authorized or enrolled as a student and is grounds for dismissal from the course.

**MISREPRESENTATION, FALSIFICATION OF NYIP RECORDS OR ACADEMIC WORK**

Students will not knowingly provide false information when completing NYIP forms or applications (including admissions forms, enrollment agreements, use of false or counterfeit transcripts, etc.) or in any work submitted for credit as part of a course.

**MALICIOUS/INTENTIONAL MISUSE OF COMPUTER FACILITIES AND/OR SERVICES**

Students are strictly prohibited from the malicious or intentional misuse of computer facilities and/or services. Violations of state and federal laws (including copyright violations, unauthorized access of systems, alteration/damage/destruction or attempted alteration/damage/destruction, use for profit, etc.) or NYIP 's rules regarding computer usage (including account violations, damage or destruction of the system and/or its performance, unauthorized copying of electronic information, use of threatening or obscene language, etc.) will result in immediate disciplinary action including and up to academic dismissal.

**STUDENT IDENTIFICATION NUMBERS**

Student numbers are issued to specific people for the purpose of conducting NYIP business. Any abuse of these numbers shall be cause for permanent dismissal from NYIP. Abuse includes but is not limited to: obtaining student numbers, user names and/or passwords for malicious use or attempting to obtain for malicious use, false identification or attempted false identification, sharing student number with any other person or organization.

## ACADEMIC HONESTY APPEAL PROCESS

Students have the opportunity to appeal Academic Dismissal decisions through the Academic Honesty Appeal process. Requests for appeal must be sent to the School Director within 10 days of receiving the academic dismissal. An appeal form will be sent to the student when they are advised of dismissal. Student's account must be current prior to any appeal review. Submitting an appeal does not guarantee reinstatement. If the decision on the appeal is to deny reinstatement, then that decision is final, and no further appeal is allowed. If it is decided that student will be reinstated, then student will remain on Academic Probation until the necessary improvements are made in student's academic performance. Failing to meet the NYIP standard may result in a second academic dismissal from the course. After a second dismissal as a result of academic performance, a student will forfeit his or her right to an appeal and will remain dismissed permanently.

## GRADING POLICY

Each course is graded by taking the grade-weighted average of the grades received for the exams and/or assignments within the course. The following point totals correspond to the following grades:

PERCENT	LETTER	STANDARD
97 - 100	A+	Excellent
94 - 96	A	Excellent
90 - 93	A-	Excellent
87-89	B+	Good
84-86	B	Good
80-83	B-	Good
77-79	C+	Satisfactory
74-76	C	Satisfactory
70-73	C-	Satisfactory
<70	F	Failing

A student who scores below 70 points on any Achievement Examination will be instructed to retake the same Achievement Examination for that lesson. Regardless of the actual passing grade earned on the retake, students will automatically receive the minimum passing score of 70 percent. The student must pass each exam and project with at least a 70 to successfully complete the course.

## GRADING CRITERIA

**A = Excellent:** The student has demonstrated a thorough understanding of the content and skills presented in the course, consistently initiates thoughtful questions, and can see many sides of an issue. The student writes logically and clearly. He or she also integrates ideas throughout the course.

**B = Good:** The student is an excellent writer, maintains consistent performance, and demonstrates an understanding of course content that goes beyond the minimum requirements.

**C = Satisfactory:** The student demonstrates a minimal comprehension of the skills and subject matter included in the course, and accomplishes only the minimum requirements, while displaying little or no initiative.

**F = Failing:** Quality and quantity of work is unacceptable.

## **EXAM/ASSIGNMENT RETAKE POLICY**

A student who scores below 70 points on any Achievement Examination will be instructed to retake the Achievement Examination for that lesson. Upon passing that retake exam, the student will be awarded the score of the retake. Students are allowed two (2) retakes (three (3) total attempts) to pass an exam. If after the third attempt a student still has not passed an exam, they are required to have a conference with a Student Advisor who will recommend a plan of action with student and work to resolve any issues that the student is having with the lesson. A copy of the detailed plan will be placed in the student file. If a suitable remediation plan cannot be established, the student or the school may request for the cancelation of the enrollment.

## **CONDUCT AND COMMUNICATIONS POLICY**

The NYIP Conduct and Communications Policy refers to the respectful conduct of NYIP staff, instructors and students in any school communications including student's course assignments, test responses and where applicable, threaded discussions. Respectful conduct also includes following all academic honesty policies that include, but are not limited to, protection of student IDs, user names, and/or passwords, protection of course exams and assignments, responses to exams and assignments, and not sharing these with other persons, organizations or websites. Violations of the NYIP Conduct and Communications Policy will lead to disciplinary action up to and including dismissal from NYIP.

NYIP provides students with different communication channels for communicating with its staff and instructors and responding to assignments and tests. Communication channels include e-mail, phone, mail, fax, chat rooms, and the Student Forum. Other communications channels include the Online Learning Center, which is used for, submitting course assignments, test and threaded discussion responses and communications to instructors.

It is policy that NYIP staff, instructors and students maintain respectful, professional, and polite conduct in all communications at all times. All staff, instructors and students are expected to treat one another with respect. Negative emotions, rude language, and/or profanity have no place in any type of communication channels including phone, written, electronic, etc. Any staff, instructor or student using irate, sarcastic, rude, harassing or offensive language in any types of communication channels to any staff, faculty or student of the will be subject to disciplinary action up to and including dismissal from NYIP.

To allow continual communications with NYIP students, it is required that students update NYIP with any changes to the student's account information. Student account information can be accessed through the Online Learning Center or students can contact Student Services with any changes to student's name, address, e-mail or phone number.

NOTE: NYIP official communications are sent by email or mail. Most official forms require electronic communication by e-mail, unless forms or directions state otherwise. Students are held responsible for official NYIP communications sent to students. Students should check their email accounts regularly and respond, where needed, to any communications sent from NYIP.

# **STUDENT AFFAIRS**

## **ACADEMIC DISMISSAL**

Academic dismissal refers to the disenrollment of a student from a course of study by NYIP. Reasons for academic dismissal include, but are not limited to, the following:

- Poor or unacceptable performance and grades in courses that demonstrates the student does not have the ability to benefit from the course (in this case the student will be given a full refund)
- Students who fail two or more lessons in the first lesson group
- Acts of plagiarism and academic dishonesty
- Unprofessional communications with NYIP instructors, staff and other students

Students who have been academically dismissed from NYIP are not eligible for reinstatement or readmission unless an appeal is submitted by students to the School Director and accepted by the NYIP Academic Review Committee.

## **ADMINISTRATIVE CANCELLATION**

Administrative cancellation refers to the cancellation of a student enrollment from a course of study per the student's request. Students whose accounts have been canceled (but have not been academically dismissed) are eligible for reinstatement or readmission.

Students who choose to cancel their enrollment may be entitled to a refund or may owe the school additional tuition. The tuition amount due is based on the enrollment period, number of lessons completed, and the amount paid. The tuition balance or refund that is due will be determined by the Tuition Protection Agreement printed on NYIP's Enrollment Agreement.

## **ATTENDANCE POLICY**

The New York Institute of Photography (NYIP) provides a robust online education and student experience without the need to visit a physical location or campus. NYIP courses are all asynchronous meaning that you can study anywhere, anytime at your own pace. A student attends an asynchronous online course by engaging in academically related activities. Examples of such activities include but are not limited to: contributing to an online discussion or text chat session; submitting a project, taking an exam; viewing and/or completing a tutorial; initiating contact with a faculty member to ask a course related question. Such academically related activities are tracked and documented through the school's learning management system, email system, phone system and in some cases publisher websites. While all students are allowed to proceed at their own pace, if the school detects that a student is falling behind the average pace of other students, the school will contact the student through a combination of email, phone and text messaging encouraging the student to increase the pace of study or to contact the school for assistance.

Completion times depend on the number of units in your course – see your enrollment agreement for specific completion times. Students who have not completed their studies after the term of their enrollment must contact the school and discuss their progress with the school. The school and the student will discuss the student’s options and if the student chooses to continue with the course the student may elect to reenroll. The school, at its sole discretion, may choose to waive a part of the then published tuition and fees for the reenrollment.

### **SATISFACTORY ACADEMIC PROGRESS POLICY**

Programs offered by the New York Institute of Photography are asynchronous, online, and self-paced. While all students are allowed to proceed at their own pace, students should progress at a pace that will enable the student to complete the course within the contract term. If the school detects that a student is falling behind the average pace of other students, the school will contact the student through a combination of email, phone and text messaging encouraging the student to increase the pace of study or to contact the school for assistance.

The New York Institutes do not participate in the federal financial aid programs. However, enrolled students must maintain satisfactory academic progress under this institutional policy in order to remain enrolled. Satisfactory academic progress requires that a student meet both quantitative and qualitative standards.

#### **Quantitative standards**

- 1.** Students must become active during the contract term through attendance in the course, as defined in the school’s attendance policy.
- 2.** Students must complete the course within a maximum time frame of contract term.
- 3.** Students may request a 6-month extension at the end of their term and no additional fee.
- 4.** Students who have not completed their studies after the maximum time frame must contact the school and discuss their progress with the school. The school and the student will discuss the student’s options and if the student chooses to continue with the course the student may elect to reenroll.
- 5.** The school, at its sole discretion, may choose to waive a part of the then published tuition and fees for the reenrollment.

#### **Qualitative standards**

- 1.** A student must achieve 70 point in order to pass an academic achievement exam.
- 2.** A student who fails to achieve 70 points on any exam, may retake the exam.
- 3.** If a student fails to achieve 70 points in a retake of the exam, the student will have failed the exam and must meet with a student advisor to discuss an academic plan to improve the student’s grade average for the course so that the student completes with a grade average above 70.
- 4.** Students must adhere to the academic plan for the student’s continued enrollment.
- 5.** Should the student be unable to improve the grade average for the course to 70 or above, the student will be dismissed from the course.
- 6.** Students who fail to meet the achievement benchmarks for their academic plan will be dismissed from the course.

Students who complete their course within the maximum time frame with a course average of 70 or above are making satisfactory academic progress. In order to graduate, students must be making satisfactory progress.



# TECHNOLOGY REQUIREMENTS

The computer equipment utilized to access our online course must meet the minimum requirements below. Please note that the minimum computer and software requirements may evolve during a student's course of studies, in particular as third-party vendors discontinue support for older versions of a product. Students must have Internet access and an active e-mail address.

## MINIMUM HARDWARE AND OPERATING SYSTEM

- Intel Pentium or Celeron, or AMD Sempron 1.6 GHz or faster
- 2 GB RAM or more
- Sound card, microphone, and speakers

## SOFTWARE

- Internet Explorer 11.0 or higher or Firefox 18 or higher
- Adobe Flash Player 11.5 or higher
- Adobe Reader 11.0 or higher (free version available for download at <http://get.adobe.com/reader/>)
- Some Career development courses may require additional photo editing software such as Photoshop. Please review the requirements for each course individually.

## INTERNET CONNECTION AND OPERATING SYSTEM

- Reliable broadband Internet connection, either cable or DSL of at least 1 Kbps for adequate audio-video quality
- E-mail address that will accept all e-mails, including attachments, from the domain name NYIAD.edu

Note: Students are presumed to receive the messages sent to designated e-mail addresses. It is the responsibility of the student to ensure that messages from NYIAD are not blocked and that the mailbox is not too full to receive messages.

## TECHNOLOGICAL COMPETENCY

- Ability to use e-mail to correspond
- Ability to access, create, and save documents in MS Word, MS Excel, and MS PowerPoint
- Ability to browse the Web

## FEES AND PAYMENT OPTIONS

NOTE: Tuition and fees are subject to change without notice. Students should confirm current tuition and fees on the NYIP Web site and their enrollment agreement.

Admission – **\$50**

Late Fee – **\$10**

Transcript – **\$10**

Returned check Fee – **\$20**

Extension – **\$150**

Shipping Fee – **determined by course and location**

Diploma replacement – **\$25**

### MONTHLY PAYMENT PLAN OPTION

Students can make a small down payment and break the remaining tuition into low monthly payments. Each month NYIP sends a statement to the student that reflects the current balance. Students are allowed to adjust the payment amount (as long as the minimum is paid). There are no hidden fees and all textbooks are included in the tuition amount.

For students making monthly payments, the first monthly payment is due one month after NYIP accepts the student Enrollment Agreement; subsequent payments are due every month thereafter. Students will be invoiced each month until their tuition is paid in full. Students who signed up for Auto Bill Pay will have their credit card or bank account debited every month until their tuition is paid in full. Students are responsible for updating account information should the card expire or be closed, in order to avoid late or returned-payment penalties. The first amounts received from the student in monthly payments will be credited toward the Nonrefundable Fees, Administrative Fees, and/or Registration Fees.

**A fee of \$10.00 may be charged for each monthly payment that is not paid within 10 days of its due date.**

For any check, draft or money order that is returned for insufficient funds (NSF), student may be charged a \$20.00 fee and NYIP will resubmit for payment. For any student using the Auto Payment option, student is responsible for keeping his/her account information updated to avoid any late or returned payment penalties. Payments should be made in the currency of the original down payment. Students in Canada and foreign countries will be responsible for payment of any applicable custom duties.

Students must remain current with their monthly payments in order to continue to receive their course materials. Students cannot obtain transcripts or status letters if their accounts are past due.

In general, there is no additional fee charged for any amount of tuition financed. For students selecting the auto payment or standard payment options, please refer to the mailed enrollment agreement to understand Finance Charges, Amount Financed, Total of Payments, and Total Price.

## COLLECTIONS POLICY

Students are encouraged to stay in contact with the institution to remain current with their payment plans. Students will be notified if their payment plan becomes past due. If a student's account remains past due, multiple attempts will be made to notify the student of his/her outstanding balance.

In the event a past due account remains outstanding for more than 60 days, the student will have a financial hold (deactivated status) placed on his/her account. The financial hold will block the student from accessing the Online Learning Center.

After multiple attempts to resolve the outstanding balance with the student and after a financial hold has been placed on the student's account, the remaining balance owed may be referred to a third-party collection agency. The institution does not sell its receivables and works to ensure any third-party agency treats students ethically and fairly.

## PAYMENT METHODS

In addition to checks and money orders, NYIAD also accepts Visa®, MasterCard®, American Express®, and Discover®. Students can choose to pay by mail, phone, or online.

**By Mail:** When the monthly statement arrives, students should include a check, money order, or credit card information, and mail the payment in the enclosed postage-paid envelope by the due date noted on the statement.

**By Phone:** Credit card, debit card, and electronic check payments are accepted over the phone. Students should contact a Student Services representative at 800-583-1736 during normal business hours.

**Online:** Students can make online payments through the NYIAD Online Learning Center at any time by credit card or debit card. Students should log into the Online Learning Center and follow the simple, step-by-step instructions.

**AUTO BILL PAY:** Students can use a credit card to sign up for Auto Bill Pay and may receive a savings on their tuition amount.

**ESTATEMENTS:** Students can sign up for eStatements via the Online Learning Center.

**INTERNATIONAL STUDENTS:** Tuition payment must be made in U.S. funds only. Students in Canada and other foreign countries will be responsible for payment of any applicable transfer fees and customs duties.

**TUITION REIMBURSEMENT:** Some employers pay for education tuition for their employees. Students should check with their employers to see if they qualify for tuition reimbursement under the Employee Education Assistance Act, IRS Code, Section 127.

**REINSTATEMENT:** Students who voluntarily drop out of their course for any reason and seek readmission into their course should contact the school and request reinstatement. Reinstatement is granted at the discretion of the Licensed Director. The student will be responsible for the cost of any remaining units that were included in the student's refund calculation. This amount will become the student's open balance which can be paid at the time of reinstatement or be paid on a monthly payment plan, with minimum monthly payments due each month. If the student's account is past due the student will be required to make a minimum monthly payment in order to reinstate their course. Students who have been academically dismissed from their course will not be granted readmission.

# REFUND POLICY

## TUITION SETTLEMENT AND NO-RISK REFUND POLICY

14 Day Trial – You have up to 14 days from the day you enroll to review your course risk-free. If you are unsatisfied for any reason, simply notify the school and you will receive a full refund.

After 14 days you may still cancel your enrollment at any time, but you will be responsible to NYIP for the non-refundable Application Fee along with a pro-rata portion of the Tuition and Lesson Fee based on Units Accessed. At the completion of a term, no refund will be provided. The student will have access to a downloadable PDF of lessons accessed as a permanent record of their course. Payment is due every month for students selecting standard payments or auto payments. The first payment is due the first of the month following the first statement mailing. Late Charge: If your monthly payment is more than 10 days late you may be charged up to a \$10.00 late fee

The failure of a student to immediately notify the school director in writing of the student's intent to withdraw may delay a refund of tuition to the student pursuant to Section 5002(3) of the Education Law.

## REFUNDS

The refund due to the student will be the Amount Paid to Date less the Amount Owed by Student as of the date the student cancellation is accepted and processed. If the Amount Owed by Student is greater than Amount Paid to Date as of the date of cancellation, the student owes NYIP the difference and such amount is payable within 30 days. Upon cancellation, a student whose tuition is paid in full is entitled to receive all materials, including kits and equipment. Once the term of enrollment has been completed, no refund will be provided.

Refunds that are issued to students are returned by the same method payment was received. Most credit card payments are returned in 2-3 days. Checks are returned within 30 days. All students who qualify for a refund under the terms of the enrollment agreement may initiate the cancellation by mail, phone, or e-mail. We process the request the same day.

# RIGHTS AND RESPONSIBILITIES

## STUDENT RESPONSIBILITIES

While NYIP is here to provide all students an opportunity to learn in an online environment that is functional and easy to use, students also hold a responsibility to NYIP and their studies. All students are expected to:

- Respect their peers and instructors.
- Maintain good academic standing while at NYIP.
- Understand and follow all NYIP policies and understand the consequences for violations.
- Protect student user name and/or password by not sharing with any other person or organization, this is grounds for dismissal.
- Follow all course instructions to ensure successful completion of courses.
- Complete all assignments and assessments.
- Grow academically and intellectually.

## MAINTENANCE AND CONFIDENTIALITY OF STUDENT RECORDS

It is the policy of NYIP not to release educational or financial information to anyone other than the student if the student is age 18 or older. For students under the age of 18, the educational and financial information can be released to the student and/or the student's parent or guardian.

In order for NYIP to release information to anyone other than the student (parent/guardian if student is under 18), NYIP must have written consent from the student (parent/guardian if under age 18) to do so. NYIP's policy regarding confidentiality is in keeping with the Family Educational Rights and Privacy Act (FERPA), which affords student certain rights with respect to their education records. This includes:

1. The right to inspect and review the student's education records within 45 days of the day NYIP receives a request for access
2. The right to request the amendment of the student's education records that the student believes are inaccurate
3. The right to consent to disclosures of personally identifiable information contained in the student's education records, except to the extent that FERPA authorizes disclosure without consent. One exception, which permits disclosure without consent, is disclosure to school officials with legitimate educational interests. School officials are individuals or entities working for or on the behalf of the educational institution. A school official has a legitimate educational interest if the official needs to review an education record in order to fulfill his or her professional responsibility. As allowed within FERPA guidelines, NYIP may disclose education records without consent to officials of another school, upon request, in which a student seeks or intends to enroll.
4. The right to file a complaint with the US Department of Education concerning alleged failure by NYIP to comply with the requirements of FERPA.

At its discretion, NYIP may provide Directory Information in accordance with the provisions of the Family Education Rights and Privacy Act. Directory Information is defined as that information which would not generally be considered harmful or an invasion of privacy if disclosed. Students may withhold Directory Information by notifying the Registrar in writing; please note that such withholding requests are binding for all information to all parties other than for those exceptions allowed under the Act.

## FERPA POLICY – STUDENT RIGHT TO PRIVACY POLICY

### BUCKLEY AMENDMENT

The Buckley Amendment, or the Family Educational Rights and Privacy Act of 1974 (FERPA), is a law regarding the protection of a student's education records. A postsecondary school is required to provide certain privacy protections for those education records that it does maintain. Education records include both directory and non-directory information.

This law applies to institutions that receive federal funds through courses that are administered by the United States Department of Education. NYIP has adopted this policy as the industry standard in records' maintenance and operations.

### ACCESS TO INFORMATION

An "eligible student" under FERPA is a student who has reached 18 years of age or attends a postsecondary institution. In order to disclose education information about an eligible student attending NYIP, NYIP requires written consent to share personally identifiable information beyond the directory information. However, there are a number of exceptions to FERPA's prohibition against nonconsensual disclosure of personally identifiable information from education records.

For a student who is 17 years or younger, all rights regarding education records are given to the parent or guardian.

Internally, each NYIP employee's access to a student's education information is based on a legitimate educational interest and need to know.

### EDUCATION RECORD

An education record is any record that is maintained by NYIP in its educational process. Transcripts or a grade report would be examples of this.

### DIRECTORY INFORMATION

FERPA does allow institutions to declare certain items to be defined as "Directory Information." Directory Information can be given out without the prior consent of the eligible student or parent. NYIP's Directory Information is divided into two levels. The first level is general directory information. The second level is restricted to the use of our strategic partners in order to better serve our students.

#### Level 1 – General Directory Information

- Name
- Dates of Attendance
- Major
- Degree/Diploma Awarded, if any
- Distinction (Honors, Dean's List, etc.)
- Phone Number
- E-mail Address

#### Level 2 – Restricted Directory Information

- Student ID
- Social Security Number

NOTE: Students may request that their Directory Information be made private. Information that has not been declared Directory Information will require a release from the student before it can be shared.

## EXAMPLES OF CONFIDENTIAL INFORMATION

Examples of confidential information are below, although this is not an exhaustive list.

- Grades
- GPA
- Social Security Number

## GRADE CHALLENGE POLICY AND PROCEDURES

NYIP instructors are experts within their fields of study and have the final authority for assigning grades except for grades that are found to be a result of arbitrary or capricious grading. If a student believes and is able to support with clear and credible evidence that capricious or unprofessional grading has taken place, a grade challenge may be initiated on an assignment or on a final course grade.

The Grade Challenge Policy provides guidance on grades within an active course and governs course final grades. Grade challenges may be made to the faculty on an individual assignment basis or submitted to the Student Advisor on a final course grade.

## CHALLENGES TO INDIVIDUAL ASSIGNMENTS WHILE A COURSE IS ACTIVE

Individual lesson assessment grades are to be handled between the student and instructor while a course is in session. The student must initiate contact with the instructor within one (1) week for individual lesson assignments (threaded discussions, multiple-choice exams, essays, etc.). The student must discuss the grade concerns with the instructor who issued the grade. It is advisable to use correspondence through a verifiable means such as e-mail. These matters are to be resolved between the student and the instructor.

## CHALLENGES TO FINAL GRADE AFTER THE COURSE HAS BEEN COMPLETED

The following policy and procedures apply to all final course grade challenges

1. If a student believes they received a final course grade based on capricious or unprofessional grading the student must discuss within seven days of the final grade being posted the dispute with the instructor who issued the grade. The correspondence must be tracked through a verifiable means such as e-mail.
2. If a satisfactory solution cannot be found, the student may submit to the Student Advisor at StudentAdvisor@nyip.edu or call 1-800-583-1736.
3. A Grade Challenge must be initiated within 30 days of the final course grade posting date. After reviewing the request and supporting documentation for completeness, the challenge will be forwarded to the School Director or designated representative. If supporting documentation or recommendation is missing, the form will be returned to the student for completion.
4. The School Director may consult with the instructor in an attempt to resolve the dispute. The original instructor who graded the assignment or a different instructor may be notified of the challenge and asked for his or her perspective.
5. Grade challenges may not be appealed beyond the School Director. All documents submitted for Grade Challenge are entered in the permanent record of student and faculty.

It is the student's responsibility to provide the necessary information to support the challenge. The student's Grade Challenge must include all required information as well as clearly written justification for the grade challenge to be considered. The burden of proof rests with the student to provide any additional supporting documentation. Examples of necessary information include: medical verification if the exception is due to illness or copies of any documentation to substantiate the request being made.

## **STUDENT COMPLAINT POLICY**

We know that sometimes students in a distance education course can have questions or experience some type of frustration. Naturally, your first step is to contact your student advisor. If, for any reason, you feel your concern has not been fully addressed, your second step is to contact the Director by telephone or email. You can contact the Director at 212-867-8800, by email at [director@nyip.edu](mailto:director@nyip.edu), or by mail at 41 East 11th Street, 11th Floor, Suite 66, New York, New York 10003.

While we can resolve most problems via telephone or email, we may ask you to submit a written request to assist us in addressing your concerns. You'll find that the NYIP staff is very responsive to your concerns, and in almost all situations, we'll be able to solve your problem in a way that you will find satisfactory.

If you feel that the Director has failed to address your concern, at any time you can contact the New York State Education Department's Bureau of Proprietary School Supervision at 116 West 32nd Street, New York, New York 10001, Telephone: 212-643-4760, Internet: [www.access.nysed.gov/bpss/](http://www.access.nysed.gov/bpss/).

In addition to filing a complaint with NYSED, students have the right to appeal the institution's decisions to the Distance Education Accrediting Commission (DEAC). You can submit your complaint online at [www.deac.org/Student-Center/Complaint-Process.aspx](http://www.deac.org/Student-Center/Complaint-Process.aspx) or you can contact DEAC at 202-234-5100. DEAC's postal address is Distance Education Accrediting Commission, 1101 17th Street, NW, Suite 808, Washington, D.C. 20036.

Students may also contact The Better Business Bureau. BBB online contact at [www.bbb.org](http://www.bbb.org)

## **NON-DISCRIMINATION POLICY**

NYIP is committed to providing an environment that is free from discrimination on the basis of race, color, national origin, sex, sexual orientation, or disability in its educational courses, activities, and / or employment practices. If any student, faculty, staff or applicant has a question or concern regarding compliance with this policy, that person may direct the question or concern to the Chief Academic Officer.

## **STUDENTS WITH DISABILITIES ACT**

NYIP complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990 and subsequent amendments. It is the policy of NYIP not to exclude or deny access of a qualified individual with a disability an equal opportunity to participate in, and have access to, educational course benefits and services. The ADA does not require modifications or adjustments that would fundamentally alter the nature of the education or the learning outcomes of a course being sought, lowering the academic standards or compromise the integrity of the school, department, or course. The ADA does not require an institution to bear undue hardship which includes any action that is unduly costly, extensive, or disruptive.

NYIP grants reasonable accommodations to qualified students with disabilities. Reasonable accommodations are granted with documented proof of the claimed disability as long as the accommodation does not compromise essential requirements of a course of study, and/or does not impose a financial administrative burden beyond what is deemed reasonable and customary.



# **STUDENT RIGHTS**

Schools are required to give this disclosure pamphlet to individuals interested in enrolling in their school.

## **WHAT IS THE PURPOSE OF THIS PAMPHLET?**

All prospective and enrolled students in a non-degree granting proprietary school are required to receive this pamphlet. This pamphlet provides an overview of students' rights with regard to filing a complaint against a school and accessing the tuition reimbursement fund if they are a victim of certain violations by the school.

Licensed private career schools which are licensed by the New York State Education Department are required to meet very specific standards under the Education Law and Commissioner's Regulations. These standards are designed to help insure the educational appropriateness of the courses which schools offer. It is important for you to realize that the New York State Education Department's Bureau of Proprietary School Supervision closely monitors and regulates all non-degree granting proprietary schools. The schools are required to have their teachers meet standards in order to be licensed by the Department. Schools are also required to have their curriculum approved by the New York State Education Department, at minimum, every four years, thereby helping to ensure that all curriculum offered in the schools are educationally sound.

In addition, staff members of the Bureau of Proprietary School Supervision are often in the school buildings monitoring the educational courses being offered. The interest of the New York State Education Department is to ensure that the educational course being offered meets your needs and that your financial investment is protected.

The New York State Education Department's Bureau of Proprietary School Supervision wishes you success in your continued efforts to obtain the necessary skill training in order to secure meaningful employment. In addition, Bureau staff will continue to work with all the schools to help insure that a quality educational course is provided to you.

## **WHO CAN FILE A COMPLAINT?**

If you are or were a student or an employee of a Licensed Private Career School in the State of New York and you believe that the school or anyone representing the school has acted unlawfully, you have the right to file a complaint with the New York State Education Department.

## **WHAT CAN A STUDENT OR EMPLOYEE COMPLAIN ABOUT?**

You may make complaints about the conduct of the school, advertising, standards and methods of instruction, equipment, facilities, qualifications of teaching and management personnel, enrollment agreement, methods of collecting tuition and other charges, school license or registration, school and student records, and private school agents.

## **HOW CAN A COMPLAINT BE FILED BY A STUDENT OR EMPLOYEE?**

You should try to resolve your complaint directly with the school unless you believe that the school would penalize you for your complaint. Use the school's internal grievance procedure or discuss your problems with teachers, department heads, or the school director. We suggest that you do so in writing and that you keep copies of all correspondence to the school. However, the school cannot require you to do this before you file a complaint with the New York State Education Department. If you do file a complaint with the Department, please advise the Bureau of any action that you have taken to attempt to resolve your complaint.

**The steps you must take to file a complaint with the New York State Education Department are:**

- 1.** Write to the New York State Education Department at 116 West 32nd Street, 5th Floor, New York, New York 10001, or telephone the Department at (212) 643-4760, requesting an interview for the purpose of filing a written complaint. Bring all relevant documents with you to the interview, including an enrollment agreement, financial aid application, transcripts, etc. An investigator from the Department will meet with you and go through your complaint in detail.
- 2.** If you cannot come for an interview, send a letter or call the office to request a complaint form. You must complete and sign this form and mail it to the office. Please include with it copies of all relevant documents. You should keep the originals. You must file a complaint within two years after the alleged illegal conduct took place. The Bureau cannot investigate any complaint made more than two years after the date of the occurrence.
- 3.** The investigator will attempt to resolve the complaint as quickly as possible and may contact you in the future with follow-up questions. You should provide all information requested as quickly as possible; delay may affect the investigation of your complaint. When appropriate, the investigator will try to negotiate with the school informally. If the Department determines that violations of law have been committed and the school fails to take satisfactory and appropriate action then the Department may proceed with formal disciplinary charges.

**What is the Tuition Reimbursement Fund?**

The Tuition Reimbursement Fund is designed to protect the financial interest of students attending non-degree proprietary schools. If a school closes while you are in attendance, prior to the completion of your educational course, then you may be eligible for a refund of all tuition expenses which you have paid. If you drop out of school prior to completion and you file a complaint against the school with the State Education Department, you may be eligible to receive a tuition refund if the State Education Department is able to provide factual support that your complaint is valid and to determine that there was a violation of Education Law or the Commissioner's Regulations as specified in Section 126.17 of the Commissioner's Regulations. To file a claim to the Tuition Reimbursement Fund, you must first file a complaint with the State Education Department at the address included in this pamphlet. The staff of the State Education Department will assist you in the preparation of a tuition reimbursement form (a sample of this form should have been provided to you upon enrollment).

**What is the tuition refund and cancellation policy?**

All schools must have a tuition refund and cancellation policy for each course included in the catalog and in the student enrollment agreement. Read and understand the school's policy regarding tuition refund and cancellation before you sign the enrollment agreement. If you do not understand it, or are confused by the school's explanation, get help before you sign. You may ask for assistance from the Department at the address included in this pamphlet.

### **What should students know about "private school agents?"**

Private School Agents are employed by schools for the purpose of recruiting or enrolling students in the school; they are not school counselors. Private school agents cannot require a student to pay a placement or referral fee. Each school agent must be licensed by the New York State Education Department, must have an Agent identification card and must be a salaried employee of the school. School agents who cannot show an Agent Identification Card are breaking the law if they try to interest students in enrolling in a particular school or group of schools. The name(s) of the agent(s) who enrolled a student must appear on that student's enrollment agreement. Therefore, you should write down the name of the agent who talked to you. Each student will be required to confirm the name(s) of the agent(s) when signing the enrollment agreement. A full refund shall be made to any student recruited by an unlicensed private school agent or even by a licensed agent if there is evidence that the agent made fraudulent or improper claims. To find out if you are eligible to receive a refund, you must follow the complaint procedures included in this page.

### **What should students know about "grants and guaranteed student loans"?**

A grant is awarded to a student based on income eligibility, and it does not need to be repaid (for example, New York State Tuition Assistance Program (TAP) grants or Pell grants provided by the federal government).

Guaranteed student loans are low interest loans provided under the Federal Guaranteed Student Loan Program. The decision to apply for such a loan is yours-- the school cannot require that you apply for a loan. You should understand that if you pay school tuition with money loaned to you from a lender you are responsible for repaying the loan in full, with interest, in accordance with the terms of the loan agreement. A failure to repay the loan can hurt your credit rating and result in legal action against you. Even if you fail to complete your educational course, you are still responsible for repaying all of the money loaned to you.

It is your right to select a lender for a guaranteed student loan. The school cannot require you to apply to a particular lender or lending institution. However, the school can recommend a lender, but if it does, the school must also provide you with a statement about your right and ability to obtain a loan from another lender and the interest charged on these loans.

Read and understand all the information and applications for financial aid grants and loans before signing.

### **Where can students file complaints, file claims to the reimbursement fund, or get additional info?**

Contact the New York State Education Department at:

New York State Education Department 116 West 32nd Street,  
5th Floor  
New York, New York 10001

Attention: Bureau of Proprietary School Supervision  
(212) 643-4760

This pamphlet is provided to you by the New York State Education Department (NYSED). The NYSED regulates the operation of Licensed Private Career Schools.

# GRADUATION POLICY

## GRADUATION REQUIREMENTS

To earn a certificate from NYIP, students must meet the following requirements:

- Complete all lessons with a passing score
- Meet all financial obligations with NYIP by paying the tuition balance in full

# MENTORS

## STUDENT ADVISORS

### George Delgado

George Delgado completed the NYIP Pro Course as he transitioned from life as a corporate executive to successful professional photographer. His fashion photographs have appeared in Women's Wear Daily, and he has captured sporting events at New York's Madison Square Garden. George also shoots pro bono portraits for The Heart Gallery, a non-profit organization with the mission of finding "forever families" for children in need of adoption.

### Adam Waltner

Adam Waltner is a New York City based photographer and filmmaker. After going to school for writing he became obsessed with cinema, often watching several films a day. At the age of twenty-two he made his first feature and has remained a prolific filmmaker ever since. Usually dark in nature, his work explores the world through lavish cinematography and a calculating, sinister mind.

## STUDENT ADVISORS

### Walter Karling

Walter Karling is a professional photographer who specializes in spot news, celebrity and PR images. Working as a stringer for Associated Press and UPI, his pictures appear regularly in the New York Daily News, the New York Post, the National Enquirer and the Star. Additionally, he has done PR assignments for firms such as Anheuser-Busch, the Italian Trade Commission and the Museum of Modern Art.

### John Marshall Mantel

John has been a photojournalist in New York City for 30 years. He is a talented photographer who has worked for a variety of newspapers, wire, services, and photo agencies including the New York Times, the New York Post, and the Daily Mail. John is an expert in documentary photography, digital photography, editorial photography, image editing, and photojournalism. John earned a B.F.A. in Theater and Photography from the California Institute of the Arts.

### **Deborah Matlack**

Deborah Matlack is a commercial photographer who photographs architectural interiors and exteriors as well as corporate and business events. In addition, she has had two one-person exhibits entitled “Waterways of Brooklyn” and “Infrastructure: Bridges of New York City,” and is currently a member of Brooklyn Streetcar Artists Group.

### **Philip Mauro**

Brooklyn-based photographer Philip Mauro specializes in portraits for corporate, ad, and editorial clients. His clients include Chanel, Apple, Carolina Herrera, and the artist Damien Hirst, among others.

### **Alina Oswald**

Alina Oswald is a photographer and writer based in NYC area. Her latest book is *Journeys Through Darkness: A Biography of Kurt Weston*. Her photography has appeared in national and international publications, as well as in New York City art shows and galleries. She has worked with small businesses, covering portraits, editorials, ad campaigns, engagements and weddings.

### **Christopher Reid**

Christopher Reid is a freelance photographer based in New York City. His experience includes shooting hundreds of weddings, portraits and headshots as well as producing commercial and editorial images for corporate displays and publication in internationally published books and magazines. His current pursuits include architectural and real estate photography.

### **Scott Roman**

Scott Roman is a NYC based freelance photographer specializing in editorial, social and sporting events. He has worked as a photojournalist and newspaper editor for more than 25 years for various Philadelphia region newspapers and magazines. Scott has been recognized by the National Press Photographers Association, Pennsylvania Newspaper Association as well as The Philadelphia Press Association.

## **SUBJECT MATTER EXPERTS**

### **Lynsey Addario**

Lynsey Addario is an American photojournalist based in London, where she photographs for the New York Times, National Geographic and Time Magazine. She covers conflicts and shoots features across the world. In 2009, Lynsey was part of the New York Times team to win the Pulitzer Prize for International Reporting. In 2009, she was the recipient of the MacArthur Fellowship.

### **Frank Beacham**

Frank Beacham is an NYC-based independent writer, director and producer who works in video, film, photography, radio, television, theater and web. A former staff reporter for United Press International, the Miami Herald, Gannett Newspapers and the Washington Post-Newsweek, Beacham's articles and stories have appeared in dozens of magazines and newspapers including the Los Angeles Times, Washington Post, and Village Voice.

### **Illise Benum**

Illise Benum is a business expert for creative professionals. She is the author of 7 business books, a national speaker and the founder of Marketing-Mentor.com. During her 25+ years in business, she has coached thousands of creatives as well as developed and delivered business training tailored for HOW Design Live, CreativeLive and Freelancers Union, among others.

### **Britt Chudleigh**

Following her studies in drawing and painting, Britt became strongly attracted to the storytelling and immediate qualities she found in photography. Film photography held her attention further as it enhanced the timelessness, purity, tangibility, and aesthetics of the craft. Britt travels the globe documenting weddings but always returns home to the Wasatch Mountains where she lives with her husband and two children.

### **Nadia Shira Cohen**

Nadia Shira Cohen started working as a photographer in New York City, primarily as an independent photographer for the Associated Press. Nadia's work has been featured in Vanity Fair, Harper's, The New Yorker, New York Times, Marie Claire and National Geographic. She is the recipient of numerous awards and her work has been exhibited around the world.

### **Patrick Donehue**

A photo industry veteran, photographer, consultant, and educator, Patrick Donehue is one of the most admired people in the photo industry today. Jonathan Klein, Co-founder and CEO of Getty Images put it best, "Patrick's love of photography, combined with his strong understanding of what is required to succeed in business, has added considerable value to Getty Images and others for over 25 years."

### **Chase Guttman**

Chase Guttman is an award winning, internationally published and exhibited travel photographer whose adventures span more than 45 countries and all 50 U.S. states. Chase's work, contributions and advice span numerous publications such as National Geographic publications, ESPN, Photo District News, New York Daily News, Fodor's Travel Publications, Light Stalking, Family Travel, Huffington Post, Newsday and USA Today.

### **Peter Guttman**

Peter Guttman is a professional travel photographer and two-time recipient of the Gold Medal Lowell Thomas Award for Travel Journalist of the Year. He's been published in numerous books and magazines including Condé Nast Traveler and National Geographic Publications. He's the author of five hardcover travel books. He's traveled on assignment to all seven continents and 210 countries.

### **Jason D. Moore**

Jason D. Moore is an Adobe Certified Expert (ACE) in Adobe Photoshop with over a decade of experience. Jason runs his own freelance training and graphic design business, serving clients from across the United States and around the world. He has been featured three times on the video podcast Photoshop User TV and has been mentioned in the articles of prominent members of the digital-imaging community.

### **Tim Pannell**

Photographer Tim Pannell has enjoyed a non-stop career in advertising and stock photography. Tim contributes to curriculum by sharing his experience in sports, portrait, and lifestyle shooting. Tim's clients include Adidas, Aetna, AT&T, Citibank, Costco, Gatorade, Reebok, McDonald's, Coca-Cola, and Wells Fargo.

### **Franco Vogt**

Franco Vogt is a successful photographer who specializes in portraiture for professional and commercial use. He has made images for countless clients around the world utilizing a very simple and sensitive approach. Often working with non-professionals as his models, he has the ability to capture images that feel fresh and spontaneous. His work never feels forced or pretentious and the viewer will often feel as if they were right there next to the camera watching it happen.

## LIST OF COURSES

- Business for Photographers
- Fundamentals of Digital Photography
- Nature and Landscape Photography
- Photojournalism
- Photoshop for Photographers
- Portrait Photography
- Professional Photography
- Travel Photography
- Video Making
- Wedding Photography

## CERTIFICATE COURSES

Certificate courses provide students with an instructional course of study designed to impart the requisite knowledge required to obtain entry-level employment in a specific career or allow graduates to provide professional services to clients as proprietor of a small business. The courses can be completed in as few as four months.

**SPECIAL NOTE:** Students should be aware that courses are developed to provide foundational knowledge and/or skills. Because state regulations vary, students should contact their state agencies to determine if their course is appropriate for their career goals.





# **BUSINESS FOR PHOTOGRAPHERS**

## **COURSE DESCRIPTION**

This online Business for Photography course is for experienced photographers who want to start or grow their photography business and learn how to make money with their camera. We assume that you know how to take professional-quality photos, which is why this course pairs so well with any of our other photo courses. You will learn exactly what it takes to start your business, define your market, sell yourself and your work to clients and market your business.

Throughout the course you will hear from professional photographers and business experts who share their tips and advice with you. You will complete a series of projects designed to prepare you for success upon graduation and your teacher will review your work and offer valuable feedback as you go.

## **COURSE OBJECTIVES**

- Demonstrate business skills to start and grow one's own photography business.
- Discuss what it takes to start a business.
- Define the market they are targeting and what a brand is.
- Apply techniques to sell themselves and his or her work to clients.
- Describe how a written business plan can help one jump start a business.
- Create a well-developed marketing plan to market your business.
- Develop skills in online, social media and content marketing to set one's business apart.
- Explain the importance and be able to conduct market research.

## **LESSON OBJECTIVES**

### **UNIT 1 - THE OPPORTUNITY - WHAT IS MARKETING?**

#### **Lesson 1.1: A Brief Introduction to Marketing**

Understand the difference between sales and marketing and the 4 key ways in which you can effectively apply the best marketing tactics to your growing business. From industry terminology to personal promotion, you will have an idea of what it takes to start promoting your work in a serious way.

#### **Lesson 1.2: Basic Business Considerations**

Dive into the details involved with effectively launching your own functional business. Learn the right questions to ask, the answers you should know and what you will need to succeed. We will cover vital material that will also help you revitalize your current operation and put you into a better frame of mind to grow your revenues and expand your horizons.

### **Lesson 1.3: Forming a Business Plan and Marketing Yourself**

Learn to develop even the most preliminary business plan as you take the first steps toward forming your own legitimate, functional business. From targeting your income goals to sustaining clients and revenue, this lesson helps you understand what it takes to manage your personal business on a structured financial level.

### **Lesson 1.4: Website Basics**

Review the 10 essential items that every effective website must have in order to be successful. Interpret two of the most important factors of website success, search engine optimization and social media. You will be introduced to both and given tips on finding success.

## **UNIT 2 - TAKING STOCK-OF YOURSELF**

### **Lesson 2.1: What Is Your Brand?**

Learn how important it is as an artist to find a way to stand out from the rest of the photographic community. Understand the basics of branding as you analyze your creative vision and artistic style while developing an idea of your brand and how you plan to promote yourself to those around you.

### **Lesson 2.2: Your Portfolio**

Consider the psychology behind presenting your work to the client. We help you assemble a sampling of your strongest photographs in an effort to make a positive impression on any potential client.

### **Lesson 2.3: Sales Channels and Marketing Methods**

Learn to create a contact list database of potential buyers for your photography services. Recognize how to define client types and distinguish between researching versus buying information.

### **Lesson 2.4: Marketing Budgets and Boundaries**

Formulate a cohesive marketing message- what do you want to say and who are your clients? Once you have determined the message, we look at the limitations and parameters dictated by different photography client markets, namely commercial versus consumer.

## **UNIT 3 - SIZING UP THE MARKET - YOUR MARKET**

### **Lesson 3.1: Market Research**

Take the aforementioned lesson a step further as you look for new clients in three steps: the primary research to build a database of client leads, the secondary research to upgrade and maintain new lead development and finally, the process of turning each lead into the name of the true client you'll be selling to.

### **Lesson 3.2: Building Up Marketing Methods**

Review a number of business models from prominent photography professionals and businesses. These include: targeting your portrait photography market, developing a marketing plan for your wedding photography business, creating a good marketing mix and marketing to advertising photography clients.

### **Lesson 3.3: Develop a Concrete Marketing Plan**

Develop an effective promotional system that brings you into constant contact with your best prospects. This way, you have a pipeline in process through which work is constantly flowing. Although you'll likely book many customers via word of mouth, this lesson provides you with a concrete alternative to finding and contacting potential clients.

### **Lesson 3.4: Basic Sales Techniques**

Explore 19 different forms that are relevant to any photographer who plans to work with consumers. We explain each one to you in detail as you pick and choose which ones to keep as you move forward with your specific business goals. You can revise, personalize, and use these forms as you wish while you grow the library of your small business.

## **UNIT 4 - UPPING THE ANTE - IMPROVING ALL ASPECTS OF YOUR MARKETING**

### **Lesson 4.1: Online Marketing and SEO**

Become familiar with the fundamental terminology of SEO and SEM and learn the roles that search engines play in helping them to market your photography. These initials may seem extremely foreign and unfamiliar to you now, but you will soon learn how important they can be for your photography business.

### **Lesson 4.2: Link Building Strategies and SEM**

Review strategies you might use to get those all-important backlinks for your website. From developing good content to sharing it well on social media, this lesson helps you attract users and readers to your website, which in turn could attract clients to your business.

### **Lesson 4.3: Introduction to Social Media Marketing**

We discuss the use of Facebook, Twitter, LinkedIn, Pinterest and Google+ as platforms through which you can reach out to your target market. Content creation and sharing best practices is discussed as you become more comfortable promoting your work and your business online through a friendlier social platform.

### **Lesson 4.4: Social Media Marketing Platforms**

We take a look at some of the most popular platforms used by photographers today, with some hints and tips on how to get the best out of each one. Analyze how each network helps photographers as we highlight their unique features, with useful tips to help you maximize both visibility and connectivity with your intended audience.

## **UNIT 5 - LOOKING TO THE FUTURE**

### **Lesson 5.1: Introduction to Content Marketing**

We discuss all marketing formats that involve the creation and sharing of content in order to attract, acquire and engage clearly defined and understood current and potential consumer bases with the objective of driving profitable customer action.

### **Lesson 5.2: Content Marketing Platform**

Review several major content marketing platforms such as your personal blog, your guest blogs on other websites, video marketing and email marketing. We'll help you understand the best practices for each platform as you continue you familiarize yourself with this industry and grow your photography brand.

### **Lesson 5.3: Finding Your Niche and Attracting an Audience**

Learn how to analyze your business return on investment (ROI) and set priorities. We help you determine whether the market area you are targeting will provide a sufficient return on everything you've contributed to your success, including your time, talent, marketing efforts and money.

**The Business for Photographers course is 150 hours which is divided into 5 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**

# FUNDAMENTALS OF DIGITAL PHOTOGRAPHY

## COURSE DESCRIPTION

This beginner photography course is meant to help you master your digital camera. Learn the basic functions of your camera so you can begin to shoot in manual mode, capturing higher-quality images of the people and places around you. Professional photographers will show you how to see the world like a photographer, whether you're just starting out or you've been taking photos for years.

Throughout the course, you will complete a series of photo projects that will help you practice the skills you are learning. Your teacher will work with you, reviewing your photos and helping you improve as you complete the course. By the time you finish, you will have the skills and know-how to take professional-quality photographs.

## COURSE OBJECTIVES

- Master the use of his or her digital camera.
- Discuss the basic settings and functions of your camera so he or she is able to shoot in manual mode.
- Utilize exposure, lighting and lenses on a camera.
- Explain proper composition and how to take the perfect photograph in all conditions.
- Develop his or her eye to see the world like a photographer.
- Demonstrate the skills associated with the post production process.
- Reproduce different types of portraiture and apply techniques specific to this area of photography.
- Apply skills that will help him or her to turn good photographs into great ones.

## LESSON OBJECTIVES

### UNIT 1 - YOU AND YOUR EQUIPMENT

#### Lesson 1.1: Eye of the Photographer

We train you to ask yourself three fundamental questions as you develop the perfect composition through your viewfinder. Learn to effectively capture expressive moments with accuracy and art as you develop a keen sense of effective photographic storytelling.

#### Lesson 1.2: Cameras

Study a comprehensive history of cameras. From pinholes to point-and-shoots, you'll develop a broad background understanding of camera history, ending with an analysis of the options available to you today.

#### Lesson 1.3: Lenses and Filters

We look more closely at the two essential elements in any photograph workflow as we explore camera function via lenses and filters. Begin by discussing basics such as camera and lens combination options, diaphragm and aperture, then move on to master f-Stops and focal strength.

### **Lesson 1.3: Lenses and Filters**

We look more closely at the two essential elements in any photograph workflow as we explore camera function via lenses and filters. Begin by discussing basics such as camera and lens combination options, diaphragm and aperture, then move on to master f-Stops and focal strength.

### **Lesson 1.4: How to Use Your Camera**

Add two more techniques to your growing arsenal of creative controls. Begin with a comprehensive review of your camera's viewing system and master techniques for adjusting both depth of field and shutter speed.

## **UNIT 2 - CAPTURING THE IMAGE**

### **Lesson 2.1: Developing Your Eye**

We begin to harness your natural ability to create beautiful images as we channel the most effective photographic techniques of visual organization and storytelling. Learn to emphasize your message through effective subject placement as we arrange all elements of your image carefully within your composition.

### **Lesson 2.2: Image Capture**

Explore the mechanics behind how images are recorded digitally, including a brief bit of context regarding how they're captured on actual film. At this point, you should be well versed in digital image sensors and will begin to additionally understand the intricacies of film exposure as well.

### **Lesson 2.3: Exposure**

Explore your personal judgment regarding correct, aesthetically pleasing exposure. Start by exploring the role your equipment plays in exposure determination then move on to master the 5 basic exposure modes as we continue to help you achieve that perfect, well-lit shot.

### **Lesson 2.4: Workflow and Image Editing**

Understand the workflow and image editing that you'll be doing in post-production, the phase of work that begins with the camera and the capture of images in RAW, JPEG or TIFF formats. From backing up files to delivering proofs, master a seamless, effective personal workflow.

## **UNIT 3 - HARNESSING THE LIGHT**

### **Lesson 3.1: Developing Your Visual Signature**

Learn to understand what you want the final image to look like and to visualize your final shot before you click the shutter. Accomplish the ability to set your camera so that it can zero-in on your subject and create the mood you want at the exposure you're looking for.

### **Lesson 3.2: Natural and Available Light**

We discuss what it's like to work with both natural and artificial light. When covering available light photography, you learn to effectively capitalize on and use the light that already exists in a scene. You will learn to actually see light on a daily basis through the eyes of an ever-diligent photographer.

### **Lesson 3.3: Artificial Light-Continuous**

Discuss the characteristics that differentiate the various types of light you'll be working with whether its sun, contrast light or a flash. You will then learn to distinguish the most suitable light source for you to work with depending on your compositional desires and the ways in which you can then execute this choice effectively.

### **Lesson 3.4: Artificial Light-Flash**

Examine the various types of flash units and how they work, and then we teach you how to use appropriate flash lighting to its best advantage. From pop-up flash to wireless, achieve the perfect artificial lighting scenario to capture whatever mood you're hoping to achieve in your future shots.

## **UNIT 4 - PHOTOGRAPHING PEOPLE**

### **Lesson 4.1: Basic Portrait Lighting**

We discuss the basics, like catchlights and shadows. From there we can delve deeper into the psychology of effective portraiture, all the while incorporating the most fitting lighting techniques along the way as you learn to adjust light accordingly to achieve the mood your image requires.

### **Lesson 4.2: Studio Portraiture**

Learn the most effective methods for shooting portraits using only available light. From there, we will slowly introduce you to the use of additional portraiture equipment such as lights, reflector boards and umbrellas as you continue to grow comfortable working in a more elaborate studio setting.

### **Lesson 4.3: Environmental Portraiture**

Understand how to focus on key props, pre-planned subject outfits and background elements in order to create location portraits that capture on-site action. One of the most effective methods for showcasing a subject's personality, this lesson will help you grow comfortable with shooting on-location.

### **Lesson 4.4: Landscape and Travel Photography**

Develop the self-control needed to fight the ever-common urge to dive into a beautiful landscape scene without pausing to consider compositional technique. From depth of field to framing, develop the skills necessary to work effective in snow, fog, rain or shine.

**The Fundamentals of Digital Photography course is 80 hours which is divided into 4 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**

# NATURE AND LANDSCAPE PHOTOGRAPHY

## COURSE DESCRIPTION

This online Nature and Landscape Photography course is designed to teach you how to capture the beauty of the world around you. Learn everything you ever wanted to know about outdoor photography, including what types of gear to use in every situation, how to work with natural light, and what times of the day make for the most compelling images. Professional photographers explain the nuances of composition, exposure and framing so you can take better pictures of wildlife, flowers, landscapes and more.

Throughout the course, you will complete a series of photo projects that will help you develop a portfolio of high-quality work. Each project will be evaluated by a professional photographer, your teacher and mentor whose job is to help you succeed. By the time you complete the course, you will have the skills and confidence necessary to shoot professional-quality nature photography.

## COURSE OBJECTIVES

- Capture the beauty of the world around them.
- Discuss what types of gear to use in every situation outdoors and recognize how climate conditions affect his or her work.
- Explain the nuances of composition, exposure, and framing so he or she can better pictures of wildlife, flowers, landscapes, and more.
- Describe how to work with natural light, and what time of the day make for compelling images.
- Demonstrate mastery in the use of equipment.
- Discover how to capture the true essence of a subject.
- Act on opportunities available for different lines of work as a photographer and apply business regulations to them.
- Develop a portfolio of his or her work that emulates a visual signature.

## LESSON OBJECTIVES

### UNIT 1 - MASTERING YOUR EQUIPMENT

#### Lesson 1.1: Getting to Know Your Gear

We discuss the equipment options available to people who plan to shoot nature and landscape compositions. From choosing the right camera to experimenting with various lenses, this lesson introduces you to your options as you explore what seems like a good fit for your goals.

#### Lesson 1.2: Exposure

We move away from manual mode as you learn to control your camera on your own. From adjusting your shutter speed to developing a more compelling depth of field, we walk you through the best ways to creatively control your device in more elaborate ways.



### **Lesson 1.3: Controlling the Camera**

We begin to shake things up and experiment with new methods. As we introduce you to more photographic concepts like flare and perspective distortion, you can begin to develop your personal style and visual signature as you determine which techniques appeal to you the most as an artist.

## **UNIT 2 - HARNESSING THE LIGHT**

### **Lesson 2.1: Characteristics of Natural Light**

Begin to develop one of the most crucial credentials of the professional photographer- the ability to feel the different moods of light. Ranging from the brash, bright quality of sunlight at high noon to the soft, velvety, diffused light of a cloudy day, by the end of this lesson you'll have a deeper understanding of how light can positively alter your images.

### **Lesson 2.2: Artificial Light**

We discuss the possible use of light bulbs and flash units in nature and landscape photography. While many outdoor photographers prefer at least initially to work with only natural light, adding artificial light can be used to elevate work to a more sophisticated aesthetic, a skill you will develop throughout this lesson.

### **Lesson 2.3: Research, Preparation and Understanding**

Learn how important it is to do your research before traveling to a shoot. From location analysis to lighting strategies, learn to develop the ability to know the shots you want to capture at any given location before you even arrive.

## **UNIT 3 - CONTROLLING THE COMPOSITION**

### **Lesson 3.1: Composition**

Develop the ability to use line, shape, space, form, color, value and texture to create patterns, contrast, balance, scale, rhythm, emphasis and unity. With a deeper understanding of these concepts, you will soon be able to add order to the individual elements and distinguish how they relate to the image as a whole.

### **Lesson 3.2: The Subject and the Frame**

We begin to work outside of the guidelines and let your creativity flow. Understand how to identify and place a subject within your frame, learning to add emphasis and emotion to an otherwise simple shot.

### **Lesson 3.3: Mastering Composition**

Start to fine tune your ability to capture a scenic landscape while effectively conveying a certain message. With a constant focus on simplicity, in this lesson we'll learn to eliminate nonessential elements from a photo in order to achieve a careful, thoughtful arrangement of visuals within a frame.

## UNIT 4 - ADVANCING YOUR PHOTOGRAPHY

### Lesson 4.1: Subjects

Learn the detriment of labeling ourselves as solely nature and landscape photographers. By exploring new subjects and compositional challenges, we can expand our portfolios and fine tune a wider variety of technical skills. We'll discuss floral, water and insect photography specifically while keeping in mind the benefits of expanding our comfort zone when exploring new subjects.

### Lesson 4.2: Weather

Discuss the importance of developing the ability to adapt to a variety of weather changes. As a nature and landscape photographer, working outdoors and traveling is a fundamental aspect of your craft. Knowing how to accommodate the accompanying weather changes is therefore crucial to the process. From packing certain gear to adjusting your camera settings, this lesson will help you prepare for all weather-related eventualities like a pro.

### Lesson 4.3: Post Production

Begin the process of editing the images we learned to create in the previous lessons. Beginning with an introduction to RAW, DNG, JPEG and TIFF, you will work your way through the process of uploading, backing up, adjusting and editing our shots until we achieve the perfect look we desire.

### Lesson 4.4: Developing Your Eye

Learn to take notice of the wonderful photo opportunities around us on a constant basis. When you start to see things beyond the obvious, the world around you begins to look like a constant composition in the making. This lesson reminds you to craft scenes that invoke emotion as you continue to develop your visual signature.

**The Nature and Landscape Photography course is 150 hours which is divided into 4 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**

# PHOTOJOURNALISM

## COURSE DESCRIPTION

If you want to learn how to tell impactful stories with your photographs, this online photojournalism course is for you. Professional photojournalists are great storytellers, and you will learn the principles of narrative and visualization that they use to successfully document the world around them. We will show you how to see the world like a photographer and how to capture compelling images using proper light, exposure and composition.

Throughout the course, you will complete a series a photo projects that will be reviewed and evaluated by your teacher, a professional photographer there to help you improve. By the time you complete the course, you'll have a portfolio of high-quality photos and the skills and know-how to succeed as a photojournalist.

## COURSE OBJECTIVES

- Interpret the world like a photographer and tell a story with photographs.
- Outline photojournalism and what it takes to make it in the field.
- Explain the principles of narrative and visualization that can be used to document the world.
- Apply the basics of good photography to one's work.
- Identify different types of photography techniques that can be used in photojournalism.
- Demonstrate proper light, exposure and composition in every shot.
- Discuss how to earn money as a photojournalist.
- Describe the rights one has as a photojournalist and photographer, ethical concerns, and the guidelines one must follow.

## LESSON OBJECTIVES

### UNIT 1 - INTRODUCTION TO PHOTOJOURNALISM

#### Lesson 1.1: The Basics of Taking Good Photographs

Share a layout of the course design with you to prepare you for what we'll go over in the coming lessons. Briefly review the basic compositional techniques such as subject placement and the rule of thirds to prepare you for the coming lessons in which they'll be applied.

#### Lesson 1.2: Photography Genes

Take what you've learned and apply it to some of the most common types of photography you'll encounter, including portraiture, travel photography, photojournalism and wedding photographs. The skills and lessons you have learn will be helpful regardless of whether you'd like to keep your photos for yourself or eventually plan to sell them.

### **Lesson 1.3: A Brief History of Photojournalism**

We look back in time as we review the long-practiced art of storytelling with pictures and words. From an analysis of Civil War photography to a look at Life magazine, this lesson provides you with a deeper understanding of the industry as a whole.

### **Lesson 1.4: Anatomy of a Story**

Establish your overall purpose as an artist. Learn how to apply details, objectivity and journalistic transparency as you learn to send a message with images and words.

### **Lesson 1.5: "In the Bag"**

Discuss the equipment that some of our expert photojournalists use to do their jobs. Getting started, you will learn that a few pieces of basic gear are all you need to begin working. Some photojournalists specialize in specific types of photography that require more advanced equipment that we'll also discuss in this lesson.

## **UNIT 2 - PHOTOJOURNALISM BASICS**

### **Lesson 2.1: Exploring Photojournalism**

We provide you with an overview of various sub-genres of photojournalism and gather insight from several of our experts on how they got started in the field.

### **Lesson 2.2: What It Takes to Become a Photojournalist**

Learn that in order to become successful in this industry you must possess a desire to know what is happening in the world around you. We discuss the various ways in which you can channel this desire creatively as you delve into a more structured process of investigating and storytelling.

### **Lesson 2.3: Features**

Start by examining the way in which photojournalists approach breaking news stories such as unexpected tragedies. Learn the most effective and practical methods of recording these moments artistically with thoughtful planning and effective, comprehensive execution.

### **Lesson 2.4: Street Photography**

Discuss the more recently growing art of Street Photography. From interacting with strangers to working within a crowd, this unit will prepare you to walk the sidewalks of your city to capture the daily life of those around you in a thoughtful, expressive way.

### **Lesson 2.5: Pro Close-Up- Robert Spencer**

Receive a slice of life from our photojournalist expert, Robert Spencer, learning in an in-depth way what it's like to do this job. He brings us into his creative world and shows us what a day in his life is really like.

## UNIT 3 - ADVANCED PHOTOJOURNALISM TECHNIQUES

### Lesson 3.1: Conflict Photography

Dive into the complicated art of capturing conflict on camera in an objective, accurate way. Reviewing photojournalistic examples of coverage from a variety of historical conflicts, we discuss the best practices of the industry when it comes to this sensitive form of artistic coverage.

### Lesson 3.2: Extreme Weather Photography

We discuss the exciting yet challenging art of capturing severe weather conditions with your camera. From chasing storms to following Supercells, learn the safest, most effective ways to practice this art while capturing the best shots using the most practical gear.

### Lesson 3.3: Wildlife and Underwater Photography

We go outdoors to get a feel for the art of composing wildlife compositions. From extreme contact action to underwater gear analysis, this lesson gives you a comprehensive look at what it's like to capture the elements on film.

### Lesson 3.4: Sports Photography

Dive into the technicalities of shooting sporting events. From action packed boxing matches to slower-speed baseball games, work through the basics of shooting a variety of sporting events so that by the time the lesson is through you'll be well-equipped and ready to shoot whatever event most interests you.

### Lesson 3.5: Pro Close-Up-Jim Edds

Recover a slice of life from our photojournalist expert, Jim Edds, learning in an in-depth way what it's like to do this job. He brings us into his creative world and show us what a day in his life is really like.

## UNIT 4 - PROFESSIONAL PHOTOJOURNALISM

### Lesson 4.1: Know Your Worth

We discuss the many different individuals who contribute to the photojournalistic workflow process. We then describe how your role fits in amongst the others and how you should manage your tasks accordingly and be compensated fairly for them.

### Lesson 4.2: Photographers' Rights, Copyright and Ethics

Review the right and wrong ways to practice this art. From shooting strangers in a public place to carrying camera gear in airports, we make sure you're familiar with the correct, legal ways in which you're able to take pictures in different parts of the world.

### Lesson 4.3: Marketing

We discuss the most effective ways to get the word out about the work you're doing. Although word of mouth can be effective, there are many supplementary ways we'll explore in an effort to verse you in the art of professional self-promotion and brand development.

#### **Lesson 4.4 Case Study: AP Photo Library**

Learn about photojournalist Kevin Kushel's experiences in the industry as we gain some uniquely insightful insight on what it's actually like to work in such an ever-changing artistic field.

#### **Lesson 4.5 Photo Essay**

Develop a concept, characters, a narrative and a takeaway message. From there you will execute this story by way of showing rather than telling.

**The Photojournalism course is 150 hours which is divided into 4 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**

# PHOTOSHOP FOR PHOTOGRAPHERS

## COURSE DESCRIPTION

This online Photoshop for Photographers course teaches you how to edit your photos like a pro. Adobe Certified Experts will guide you step by step through Adobe Photoshop, the world's most popular photo editing software. You will learn sizing, cropping, retouching, masks, layers and coloring. Guided tutorials are loaded with tips and shortcuts, so you'll know everything you need to do to create the best possible versions of your photographs.

Throughout our photo editing course, you will complete a series of photo projects that will put your skills to the test. Your teacher, a professional photographer with years of Photoshop experience, will review your work and give you feedback.

## COURSE OBJECTIVES

- Edit photographs like a professional.
- Apply sizing, cropping, retouching, masks, layers and coloring to photographs.
- Master Adobe Photoshop.
- Apply post production processes of image enhancement to create great photos.
- Indicate details about their digital cameras and digital imaging.
- Practice skills in final touches- including sharpening, conversion to grayscale, and restoration techniques.
- Summarize the basics of output and presentation of photos.
- Develop a portfolio with his or her best work to showcase personal style and eye as a photographer.

## LESSON OBJECTIVES

### UNIT 1 - DIGITAL FUNDAMENTALS

#### Lesson 1.1: The Eye of the Digital Photographer

We introduce you to the world of digital photography and show you how to visualize a wonderful composition through the lens of your viewfinder.

#### Lesson 1.2: Choosing a Digital Camera

Explore the most effective ways to use a camera when creating a digital image. Beginning with an analysis of digital versus film, we will begin to guide you through the process of working with the most practical camera for your specific compositional goals.

#### Lesson 1.3: Using a Digital Camera

Begin to dive into the actual mechanics and techniques of capturing a quality digital photo. From navigating camera controls to exploring different exposures, this lesson introduces you to the proper techniques of digital photography.

### **Lesson 1.4: Digital Image Capture**

Explore the elements that make up a digital imaging system, describing the entire process of taking a picture, from the moment you press the shutter release button through to the end product.

### **Lesson 1.5: Digital Imaging Systems**

Review computer system requirements, image storage, and finally, the different output possibilities for the digital image we've acquired. Start by looking at Photoshop, the place where you'll do most of your post-processing

## **UNIT 2 - PHOTOGRAPHY PRINCIPLES**

### **Lesson 2.1: Developing Your Eye**

Begin to harness your natural ability to create beautiful images as we channel the most effective photographic techniques of visual organization and storytelling. Learn to establish the message you wish to send about your subject and the feelings you wish to convey as you compose the perfect snapshot in your viewfinder.

### **Lesson 2.2: Color**

We continue to develop your eye as a digital photographer as we delve into topics dealing with color theory. From hue to saturation, color can add countless possibilities to your photos.

### **Lesson 2.3 Lighting**

Look at one of the key topics in the study of professional photography. Whatever type of camera you use, light plays a key role. And, almost anything is possible when the photographer takes control of lighting using artificial light sources.

### **Lesson 2.4: Choosing a Scanner**

Explore the many different purposes and functions of a scanning device. Learn to master the simple and affordable art of scanning, archiving editing and sharing your favorite photos as you develop a seamless and effective routine with your equipment.

### **Lesson 2.5: Using a Scanner**

Delve into the more technical specifics of operating the scanning device of your choice. We'll walk you through the manual as you gradually learn how your new equipment works. Start by navigating automated features then move on to use more advanced manual controls.

## **UNIT 3 - POST CAPTURE SOFTWARE**

### **Lesson 3.1: From Image Capture to Image Editing**

Focus on the proper ways to move forward after capturing a new image as we introduce you to your image editing software and the standard editing interface. Learn the fundamentals as well as how to import new images into Photoshop.



### **Lesson 3.2: Photoshop Installation**

We start by walking you through the process of installing this powerful application on your computer. Whether Mac or PC, this tutorial will get you rolling with the software and well on your way to image editing.

### **Lesson 3.3: Photoshop Software Interface**

We begin with a comprehensive tour of the interface. Learn to customize your personal workspace to optimize your efforts as you familiarize yourself with the internal functions of Photoshop tools. Master the most effective keyboard shortcuts and interface customizations as you develop a process most fitting to your personal goals.

### **Lesson 3.4: Importing**

Develop a system for structuring folders and files as you learn to better organize your work. Develop a functional system of organization that will enable you to seamlessly access images years down the road at the click of a button.

## **UNIT 4 - IMAGE ENHANCEMENT**

### **Lesson 4.1: Organizing**

Dive into one of the most exciting stages of the overall editing process- sorting. At this step, you are finally able to get a clear look at what you've captured as you start to distinguish the good from the bad as you keep and discard certain images. We help you rate, label and reject images as you better learn to sort and organize your work in the most practical way.

### **Lesson 4.2: Camera RAW**

You begin working with what's known to many as a digital negative- the full, unprocessed image information captured by your camera's sensor. With complete control of your image files, you are able to make all the image processing choices you'd like to apply to any given image.

### **Lesson 4.3: Layers**

We begin to explore the various ways in which you can create a new layer in your Layers Panel. From creating and deleting to moving and aligning, we'll help you navigate the most effective methods for keeping your panel as organized as possible.

### **Lesson 4.4: Adjustment Layers**

Develop a comprehensive understanding of Adjustment Layers and Clipping Masks. From there, learn to apply color and tonal tweaks to any image without damaging its pixels in any way. Understand the convenient method for applying said color and tonal effects to certain portions of an image while leaving the remainder untouched.

## **Lesson 4.5: Advanced Editing**

Transition from global adjustments (ones that alter the entire image) to local adjustments (ones more specifically targeted). We explore two fundamental concepts used to isolate specific sections of a given image in an effort to refine the scope of your applied effects.

## **UNIT 5 - FINAL TOUCHES**

### **Lesson 5.1: Sharpening**

Learn to enhance the finite details of your images. Detecting the edges and increasing the contrast between the adjacent pixels of said edges, this helps you achieve a more well-defined look as you develop the final version of your photo.

### **Lesson 5.2: Black-and-White Techniques**

We discuss the benefits of going black and white, one of the biggest leaps in creative decision making you can make as a photographer in post-production. From there, navigate the steps in effectively doing so.

### **Lesson 5.3: Retouching and Restoration Techniques**

Learn to understand the concept of working non-destructively as you develop the proper workflow. From navigating retouching tools to rightfully applying red eye reduction, learn to edit your images while keeping these best practices in mind.

### **Lesson 5.4: Advanced Tools and Projects**

Distinguish the best methods for converting, placing and resizing Smart Objects- the other files separate from your PSD. Begin working with filters, adding text and using Actions to further enhance your image.

## **UNIT 6 - OUTPUT**

### **Lesson 6.1: Output Basics**

Visualize the final destination for your visual capture as you develop the most effective method for accomplishing this. Whether hope to hang an inkjet print on the wall or send a picture to a distant relative via email, this is the section where you master the most seamless methods of output execution.

### **Lesson 6.2: Printing**

Delve into the step-by-step process of Photoshop printing. Just as traditional film photographers create test strips, learn to process different parts of your file in differing ways in order to create a similar way of viewing your images clearly.

### **Lesson 6.3: Exporting for the Web**

Learn the most effective methods of creating images and graphics to be shared on the internet. While some designers have made a habit of using multiple platforms in an effort to complete this task, you master how to effectively master all steps involved within the one tool of Photoshop.

#### **Lesson 6.4: Presentation**

Explore a variety of different framing and matting options in an effort to best present and share your finished work with family, friends or clients. Elaborate on two different types of framing jobs as you develop a better understanding of the framing method you feel would best present the type of work you typically do.

#### **Lesson 6.5: Portfolio Development**

We talk about your future as a Photoshop proficient photographer. Learn to establish and promote a personal brand as you interact with potential clients in this growing industry. Develop a clear marketing message and delve into the various career options available to you moving forward.

**The Photoshop for Photographers course is 270 hours which is divided into 6 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**

# PORTRAIT PHOTOGRAPHY

## COURSE DESCRIPTION

This online Portrait Photography course is designed to teach you everything you need to know to take professional-quality portraits. You will learn how to work with all different types of subjects, from individuals and groups to children and pets. Professional portrait photographers will explain the nuances of lighting and posing, how to shoot in studio or on location, and how to master the gear you will need to create inspiring work.

Throughout the course, you will complete a series of photo projects that will be reviewed and evaluated by your teacher, a professional photographer there to help you improve. By the end of the course, you'll have created a portfolio of high-quality photos and you'll have the skills and know-how to succeed in the world of portrait photography.

## COURSE OBJECTIVES

- Summarize what portraiture is and what constitutes a good portrait.
- Explain how to work with different subject types, from individuals and groups to children and pets.
- Describe the nuances of lighting and posing.
- Demonstrate how to shoot in studio or on location.
- Master the gear needed to create inspiring work and take professional quality portraits- including his or her camera, lenses, lighting and backdrops.
- Apply skills to open a studio and start one's own portrait business.
- Develop a portfolio showcasing his or her best work to propel his or her career.
- Indicate how to assemble online materials to best represent his or her brand, both on the website and on social media.

## LESSON OBJECTIVES

### UNIT 1 - GETTING TO KNOW PORTRAITURE

#### Lesson 1.1: Photography Fundamentals

Begin by reviewing NYIP's Three Guidelines for Great Photographs- developing a subject or theme, focusing the attention on said subject and effectively simplifying. From there, move on to talk about basic equipment and compositional rules as we prepare to move forward specifically with portraiture.

#### Lesson 1.2: What Is a Portrait

Learn that portraiture can be used to convey a great deal about a subject's identity—their personality, profession, values, or the culture in which they live. Understand the different types of portraiture practiced, keeping in mind our ability to suggest a story, create empathy or present a brand.

### **Lesson 1.3: Brief History of Photographic Portraiture**

We look back throughout history as we review the many ways in which portraiture became popularized at different times and with different purposes. See how the industry has grown and changed, helping us to develop a better understanding of the now and of the possibilities for the future.

### **Lesson 1.4: Putting Your Subjects at Ease**

We go into detail about the psychological side of portraiture technique by discussing how to make your subject comfortable. There are always a few things you can do to help your subject feel more at ease.

## **UNIT 2 - PORTRAITURE AND PHOTOGRAPHY FUNDAMENTALS**

### **Lesson 2.1: Backgrounds and Posing**

Focus on how to compose portraits by posing your subject, arranging lights and choosing backdrops. We discuss the different kinds of portraits people may need, since the target audience will impact how your subject or client wants the final product to look.

### **Lesson 2.2: Lenses and Exposure**

Ascertain two essential components of taking portraits (or any kind of photos): lenses and exposure. Start by examining how lenses work and what they can do, then move on to talk about exposure and how to use it.

### **Lesson 2.3: Lighting and Portraits**

Focus on indoor lighting, including the kind of artificial lights and equipment portrait photographers tend to use, as well as how to position lights so that your subjects end up looking their best.

### **Lesson 2.4: Setting Up a Studio**

Learn the specifics of setting up a portrait studio, whether it's a professional studio space that charges you a monthly rental fee or a makeshift setup you create in your living room, spare bedroom or garage.

## **UNIT 3 - ADVANCED PORTRAITURE TECHNIQUES**

### **Lesson 3.1: Understanding Marketplace Needs**

We discuss some portrait genres that we haven't talked much about yet. These consist of yearbook and school portraits, individual workplace portraits and headshots for actors and models. We'll also go over some guidelines for developing clear and cohesive stories in different kinds of portraits.

### **Lesson 3.2: Working with Challenging Subjects**

Begin by talking about groups before moving on to more restless subjects such as children and pets. All these subjects can be tough to take good looking portraits of, but for different reasons.

### **Lesson 3.3: Portraits on Location**

We discuss the ins and outs of taking portraits on location. By the end of this lesson, you will have a more detailed understanding of what taking portrait photos on location entails specifically- from using natural light to packing the right gear.

### **Lesson 3.4: Editing Your Portraits**

Learn to make your great portraits look even better after the photo session is finished by editing your work.

## **UNIT 4 - PROFESSIONAL PATHWAYS**

### **Lesson 4.1: Assembling Your Portfolio**

Learn how to best showcase the skills you developed in the previous lessons by putting together your calling card as a photographer: your portfolio. From arranging in an effective order to exhibiting to potential clients, this sequence familiarizes you with the process so you're comfortable sharing your work with others.

### **Lesson 4.2: Developing an Online Presence**

We turn to the primary way that most viewers will encounter your portfolio: your photography website. From developing a domain name to sharing your work on social media, understand the ins and outs of effective online marketing.

### **Lesson 4.3 Setting Up Your Photo Business**

Develop a cohesive business plan to follow as you take your passion to the next level of professionalism. From marketing and advertising to creating a logo, this lesson helps you get on your feet as you enter the industry.

### **Lesson 4.4 Breaking into Professional Photography**

Learn how to break into the world of professional photography. Although it's a crowded market, find your niche and promote your work effectively in order to stand out as an artistic professional.

**The Portrait Photography course is 150 hours which is divided into 4 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**

# PROFESSIONAL PHOTOGRAPHY

## COURSE DESCRIPTION

This online photography course is a comprehensive course that will teach you how to take control of your camera. You will learn the secrets of exposure, lighting and lenses. You'll receive training on proper composition as you learn how professional photographers create the perfect shot in all conditions. The course offers an introduction to a wide variety of different photographic genres – weddings, nature, landscapes, wildlife, portraits, studio, still life and more.

Throughout the course you will complete photo projects and submit them online to be reviewed and evaluated by a professional photographer. By the time you complete the course, you'll have the confidence and skills to turn your love of photography into a full or part-time career.

## COURSE OBJECTIVES

- Develop his or her eye as a photographer and develop a visual signature.
- Utilize exposure, lighting and lenses on his or her camera.
- Describe proper composition and how to take the perfect photograph in all conditions.
- Discuss different photographic genres including wedding, nature, landscapes, wildlife, portraits, studio, still life and more.
- Use the manual mode on a camera.
- Explain how to make money with his or her camera in a variety of fields.
- Identify business skills to turn photography into a career.
- Demonstrate skills that will enhance his or her photography-including work flow and image editing.

## LESSON OBJECTIVES

### UNIT 1 - YOU AND YOUR EQUIPMENT

#### Lesson 1.1: Eye of the Photographer

We introduce you to the world of photography and show you how to see the world through the eyes of a professional photographer. Explore three fundamental guidelines to follow every time you want to make a great photograph.

#### Lesson 1.2: Cameras

This is an introduction to the basic parts of the modern camera, a description of each of their respective functions and an overview of several popular types of cameras. Additionally, we include helpful advice to guide you in selecting a camera and a breakdown of the functions of modern digital cameras.

### **Lesson 1.3: Lenses and Filters**

Receive an overview of the functions of a lens and give in-depth coverage on topics such as lens speed, aperture and focal length. In addition, we detail the different types of lenses and their attributes as well as characteristics of modern lenses and filters.

### **Lesson 1.4: How to Use Your Camera**

Preview specific camera function and how you can use it to create wonderful photographs. We will cover focusing, controlling, depth of field, shutter speed, image quality, tripod use and camera care in this lesson.

### **Lesson 1.5: Developing Your Visual Signature**

We introduce you to visual signature. We show you what it is and how many professional photographers use it in their images. Additionally, learn how to define your own visual signature and explore the impact it will have on how you create images.

## **UNIT 2 - CAPTURING THE IMAGE**

### **Lesson 2.1: Developing Your Eye**

Focus on your ability to “see”—that is, to use your photographer’s eye to recognize the opportunities for powerful photos in the world around you and then to compose those photos most effectively in the viewfinder before you click the shutter.

### **Lesson 2.2: Image Capture**

Understand how an image is recorded digitally with a bit of context on how it’s captured on film. Understanding the intricacies of image capture is vital to the understanding of photography and will enable you to take better photos.

### **Lesson 2.3: Exposure**

We help you make the most of your tools so you can get the exposure you’re looking for—and that is precisely what proper or correct exposure is: the exposure that you have in mind for your image. Explore this lesson and take your photographic understanding to the next level.

### **Lesson 2.4: Workflow and Image Editing**

Review the workflow and image editing that you’ll be doing in post-production. A pro photographer’s work isn’t over after the image is captured. This lesson introduces you to a workflow and help you make the post-production process more efficient.

### **Lesson 2.5: Evolution of a Photographer**

We add more traits and qualities to the list of what it is to be a pro photographer. Passion, or a deep-down love for photography, is the beginning point in the evolution of a photographer. And if you’re a passionate beginner, you’re starting from the exact same place.



## UNIT 3 - HARNESSING THE LIGHT

### Lesson 3.1: Natural and Available Light

We show you how to use sunlight creatively, guiding you toward a better understanding of its characteristics. Learn how to use other types of light that already exist in a scene. You'll actually start to see light—really see it – for the first time.

### Lesson 3.2: Artificial Light

You are introduced to the bread-and-butter staple of many professionals. From wedding photography to advertising to portraits to pet shots, a large part of a photographer's work is done in the studio or other indoor locations where artificial lighting often plays a key role.

### Lesson 3.3: Flash and Strobe

Delve into artificial lighting that occurs in brief bursts: electronic flash. We'll examine various types of flash units and how they work, and we'll teach you how to use flash lighting to its best advantage. You are introduced to the studio strobes and how the pros use them.

### Lesson 3.4: Travel Photography

Whether you want a photographic record of a special trip or sell your photos for profit, your objective should be to make photos you'd be proud to hang on the wall. But real travel photography begins once you've gotten those "tourist" photos out of the way, and that's what Lesson 3.4: Travel Photography is all about.

### Lesson 3.5: Landscape and Nature Photography

When you come across a breathtaking scene, instead of grabbing your camera and hoping for the best, pause and think for a moment. Lesson 3.5: Landscape and Nature Photography will help you identify the element that you want to capture and what photographic techniques to use to accentuate it.

## UNIT 4 - PHOTOGRAPHING PEOPLE

### Lesson 4.1: Basic Portrait Lighting

We guide you through the basic techniques you can use with any number of contemporary lighting solutions in the home or professional studio. To start acquiring this valuable photographic skill, we begin with the basics of portrait lighting.

### Lesson 4.2: Studio Portraiture

Journey through the studio portraiture process and show you the techniques and tips that you'll use again and again. We show you how to develop skills in portraiture that will enable you to use all the professional's tricks of the trade.

### Lesson 4.3: Environmental Portraiture

Learn how to focus on key props, dress and background elements to create location portraits that capture on-site action and give us windows into a subject's personality. And most important, learn how to simplify your composition for greatest visual impact.

#### **Lesson 4.4: Child and Pet Photography**

Successful child and pet photographs can be created with training and preparation. Organize the techniques you need to know because your subject will demand all your concentration once the photo session begins.

#### **Lesson 4.5: Wedding Photography**

Wedding photography encompasses every aspect of photography, from portraits to groups, interiors to candid's and photojournalism. Receive a general idea of what it takes to succeed as a wedding photographer.

### **UNIT 5 - BROADENING YOUR SUBJECT RANGE**

#### **Lesson 5.1: Photojournalism**

Photojournalism is the craft of storytelling with pictures and words. Whether you aspire to becoming a photojournalist or you want to make pictures and organize them in a more compelling way.

#### **Lesson 5.2: Fashion Photography**

Flair is just as important as experience, technique, or an art background. To be successful in the fast-paced world of fashion photography, you must have a genuine passion for high-fashion clothing.

#### **Lesson 5.3: Macro Photography**

Macro photography is something that most serious photographers will experiment with at some point in their careers. Examine several different photographic specialty areas related to taking photographs of tiny objects as well as those that are close to the camera ... or very far away.

#### **Lesson 5.4: Advertising and Still-Life Photography**

Focus on how to make a product look desirable and amazingly attractive. Additionally, take an in-depth look at the world of lifestyle advertising and how you, the photographer, can hope to get into this amazing industry.

#### **Lesson 5.5: Architectural Photography**

Focus on how to record the outward appearance and proportions of the building in proper perspective and how to capture the mood and presence that the architect intended for the structure in its surroundings.

### **UNIT 6 - PROFESSIONAL PATHWAYS**

#### **Lesson 6.1: Freelance Opportunities**

Explore numerous professional photography genres and give you a well-informed outlook towards your own professional career path. This lesson reviews a range of topics from stringers to stock photography.

### **Lesson 6.2: Portfolio Development**

A portfolio is the quintessential item a photographer will need to showcase their work. We discuss in detail how to develop and maintain a portfolio, from how to select images and shape your portfolio to how you can identify your target audience of potential clients.

### **Lesson 6.3: The Business of Photography**

You are introduced to essential photography business skills. There's a very blurry line between the amateur—who does it for love—and the professional who shoots for both love and money. This lesson guides you through the steps it takes to become a professional.

### **Lesson 6.4: Introduction to Marketing and Branding**

Self-promotion is one of the keys to success as a professional photographer. Start thinking about identifying markets, learning what that market needs and then producing images that fill those needs.

### **Lesson 6.5 Clients and Pricing**

Outside of the shoot itself, a critical part of professional photography is dealing with clients and pricing your work. Learn these final components and give you the necessary tools for success as a professional photographer in any field.

**The Professional Photography course is 270 hours which is divided into 6 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**

# TRAVEL PHOTOGRAPHY

## COURSE DESCRIPTION

This online Travel Photography course is for anyone who desires to take the kind of inspiring photographs seen in the pages of National Geographic. To be a great travel photographer, one must learn how to see the world like a photographer. This course will teach you just that, introducing you to the many types of travel photography – landscapes, nature, portraits and documentary. You will master the gear needed to take amazing photos in every scenario.

Throughout the course, you will complete a series of photo projects that will be reviewed and evaluated by your teacher, a professional photographer there to help you improve. By the time you complete the course, you will have a portfolio of high-quality photos and the skills necessary to succeed in the world of travel photography.

## COURSE OBJECTIVES

- Demonstrate skill in shooting landscapes, nature, portraits, architecture and documentary.
- Master the gear needed to take amazing photographs in a variety of scenarios.
- Explain what gear and equipment he or she needs to pack for any trip.
- Apply key travel photography techniques to document travels like a professional.
- Review fundamentals like composition, lighting and exposure.
- Describe the digital workflow and post production processes of archiving, importing, editing, curating and outputting your work.
- Discuss marketing aspects and how to sell his or her work to cover the expenses of the next travel job.
- Develop a portfolio that captures the uniqueness of his or her work.

## LESSON OBJECTIVES

### UNIT 1 - THE PHOTOGRAPHER'S VIEW OF THE WORLD

#### Lesson 1.1: The Fundamentals of Photographic Composition

Begin by introducing you to the 5 travel photographers and industry experts who have helped NYIP put your Course together. Discuss some basic compositional techniques such as the rule of thirds and leading lines.

#### Lesson 1.2: The Genre of Travel Photography

Receive a brief history of travel photography as a specific compositional niche. From there, we move on to discuss its development throughout history, ending with a round-up of numerous ways in which it is explored today- from commercial to hobby.

### **Lesson 1.3: Travel Photography Equipment**

Discuss the fundamental tools and devices specifically helpful when shooting travel photography. Develop a comprehensive understanding of specialized equipment while also becoming comfortable with the ability to shoot with whatever gear you may have at hand at any given compositional opportunity on a trip.

### **Lesson 1.4: Developing Your Eye as a Travel Photographer**

Discover a variety of situations travel photographers encounter including how to handle crowds, overcome language barriers and use your photographer's eye to see the possibilities in the world around you.

## **UNIT 2 - WORKING IN THE FIELD**

### **Lesson 2.1: Lighting and Exposure**

Examine a rough overview of all the basic types of lighting that you can use when you make your travel photographs. Then look at how professionals use different types of lighting to add power and emphasis to their pictures.

### **Lesson 2.2: Photographing People**

Review a combination of working through the technical aspects of portraiture and different ways to approach a shot and the people you're working with, all to help get your shooting to a higher level.

### **Lesson 2.3: Photographing the City**

Start by discussing the three basic ways of working as a travel photographer in a city. From planning out a schedule of your day to finding unique ways to shoot commonly photographed scenes, we help you master city photography on a professional level.

### **Lesson 2.4: Photographing the Outdoors**

Begin with a review of preparation- things like what you should pack and how you should plan your journey. Then discuss the compositional adjustments most suitably made for shooting things like natural landscapes, wildlife and the ocean.

## **UNIT 3 - DIGITAL WORKFLOW AND POSSIBLE PATHS**

### **Lesson 3.1: Cameras and Lenses**

Review digital cameras and how to put them to creative use. When you can completely control and master the manual functions of your camera, start to think about the technical aspects of image capture and concentrate on composing beautiful and successful travel photographs.

### **Lesson 3.2: Camera Controls and Functions**

Review the functions that most cameras have and the ones that will be most instrumental in helping you capture excellent travel photographs.

### **Lesson 3.3: Workflow**

Discuss how to process your photos, choose the images to work with and edit them to fit your vision of perfect travel photos. Understand what to do with these photos you've worked so hard on and what your options are. We detail how to market your photos and form a portfolio that reflects your brand.

### **Lesson 3.4: Possible Pathways**

We discuss some possible career paths that you might take as a travel photographer, all of which are possible with the foundation this course has given you. From shooting documentaries to capturing action at athletic events, explore which options could work for you moving forward.

## **UNIT 4 - PUTTING IT ALL TOGETHER**

### **Lesson 4.1: Defining Your Brand**

We discuss the branding, marketing and overall business side of travel photography — because once your images improve, who knows what new opportunities might open up for you.

### **Lesson 4.2: Taking It Online**

Understand the tools that currently exist online that can be useful to photographers, and to travel photographers specifically. Although each photographer is different, we hope you accomplish a sense of how you can use some aspect of the Web to promote your brand.

### **Lesson 4.3: Marketing and Selling Your Photos**

You are introduced to the potential avenues for generating income from travel photography and the ways in which you can put your work in front of audiences that matter: potential clients and agencies.

### **Lesson 4.4: Making a Portfolio**

Learn how to effectively develop a very carefully culled and curated assemblage of your photographs that you chose and edited to show something specific about your photography.

**The Travel Photography course is 150 hours which is divided into 4 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**

# VIDEO MAKING

## COURSE DESCRIPTION

This online Video Making course is for photographers who want to add video to their skillset, or amateur videographers who want to learn how to use today's technology to produce professional-quality work. Step-by-step, you will learn to plan and write a script, to capture dynamic video and audio in the moment and to edit your work like a pro. You will master the gear, lighting, sound editing and color correction necessary for success.

Throughout the course you will complete a series of video projects that will be evaluated by your teacher, a professional filmmaker. By the time you complete the course, you'll have a finished video project you can be proud of and you'll have the skills necessary to succeed in this exciting field.

## COURSE OBJECTIVES

- Master the art of video and develop your eye as a videographer.
- Demonstrate how to use today's technology to produce professional-quality work.
- Plan and write a script.
- Capture dynamic video and audio in the moment.
- Edit your work like a professional.
- Use the gear, lighting, sound editing and color correction necessary for success.
- Describe the processes of different types of videos one can create including short fiction videos, documentaries, personal and family videos, and special event videos.
- Apply key skills to the processes of pre-production, production and post production.

## LESSON OBJECTIVES

### UNIT 1 - STORYTELLING AND BASIC FILMMAKING

#### Lesson 1.1: Eye of the Videographer

We introduce you to the art of storytelling through the creation of video. Beginning with an outline of the course and a summary of the overall learning experience, you gain a sense of the curriculum trajectory as we move forward with hands-on, how-to video camera exercises.

#### Lesson 1.2: Where We Came From

Journey through a comprehensive history of the moving image. From the origin of film to the development of television technology, gain a fuller understanding of the field's growth, ending with a full analysis of the numerous opportunities available to videographers today.

### **Lesson 1.3: Choosing a Video Camera**

Start with a brief review of small format video cameras in an effort to help you understand your choices. Although a large selection of effective tools are available to videographers today, not each piece of equipment is right for every project. Discern which formats and tools are right for your creative goals.

### **Lesson 1.4: The Video Workflow**

Establish an effective, linear order of things to do in the process of creating a finished video production. From traveling with equipment when working on the go to storing your files effectively, learn to develop a practical routine in which you can work on a daily basis while maintaining organization and consistency as an artist.

## **UNIT 2 - AUDIO AND LIGHTING**

### **Lesson 2.1: Audio for Video**

Discuss all the different components and pieces of equipment that collaboratively contribute to achieving effective audio when creating films. From microphones to surround audio, gain a deeper understanding of the proper way to achieve crisp, clear sound in your film projects.

### **Lesson 2.2: Lighting**

We discuss one of the most critical skills necessary for creating compelling video projects- the ability to creatively use and manipulate light. Learn to transform otherwise dull, nondescript images into striking illusions using both natural and artificial light. Create the desired mood and dramatic atmosphere of your liking during your next video making endeavor.

### **Lesson 2.3: Innovations in Feature Films**

Review the many creative leaps taken in filmmaking by famous directors throughout history. By developing this comprehensive understanding of cinematic innovation, you learn to similarly channel your personal creativity in an effort to develop uniquely exciting cinematic updates of your own.

## **UNIT 3 - PRE-PRODUCTION AND THE SHOOT**

### **Lesson 3.1: Storytelling and Pre-Production**

Explore the principles of storytelling to begin the development of your own plotline. With a comprehensive overview of conflict, cause and effect, crisis, resolution and drama, we walk you through the essential elements necessary to formulate an engaging, compelling story.

### **Lesson 3.2: Pre-Production and Final Prep**

Take the lessons learned in the previous section a step further and discuss the importance of location. From developing a practical shoot schedule to choosing the perfect scenes, gather all the necessary techniques and routines you should know in order to prepare yourself for a full video's worth of on-location shoot days.



### **Lesson 3.3: Production**

Begin an in-depth examination of a video production by looking at key crew roles. Start by developing an understanding of your role as a director- from the way you interact with your crew to the attitude you have on set and discuss your pivotal role as the driving force behind an effective, collaborative shoot effort.

### **Lesson 3.4: Finance and Legal Issues**

Discuss the rudimentary basics of maintaining a practical budget when creating a movie. Learn to make creative decisions, compromises and sacrifices in order to stay within a reasonable budget, all the while ensuring that the creative needs of your project are being met.

### **Lesson 3.5: You, the Director**

Understand the multifaceted role of an effective director. Blending the artistic creativity of a videographer with the management ability of a businessperson, you develop a more comprehensive understanding of the many roles involved in the undertaking of film direction.

## **UNIT 4 - POST PRODUCTION**

### **Lesson 4.1: History and Theory of Editing**

Delve into the early days of editing in order to develop a deeper understanding of the process as a whole. Exploring different stylistic schools of filmmaking like expressionism and minimalism, you find your creative niche as you grow to understand the importance of maintaining the constant vision of an endless editor as you make stylistic adjustments throughout your workflow.

### **Lesson 4.2: Post Production**

Understand everything that takes place after you complete shooting: editing picture and sound, adding music tracks and mixing audio, correcting picture exposure and color, and preparing the edited master for export from your computer to various formats for distribution or screening.

### **Lesson 4.3: Creative Rights and Ethics**

Develop your understanding of copyright and the various forms of licensing necessary to protect your work. Focusing on the legal and ethical side of video making, this lesson serves as a reminder to treat other people's creative property as you would have others treat what you create and own yourself.

## **UNIT 5 - DISCOVER YOUR VOICE**

### **Lesson 5.1: Personal and Family Videos**

Learn to develop your skills further so you can give your videos a distinctive flavor and make them stand out from the crowd. Journey through the process of making personal and family videos that look professional, take a creative approach, and push you to form your own unique voice and style.

### **Lesson 5.2: Special Event Videos**

Use concepts of audience, purpose, length and style as we learn how to make longer personal videos, even commercially contracted projects, with more complex stories and production challenges. From brainstorming beforehand to executing on the big day of a project, you learn the unique process of shooting a special event with ease.

### **Lesson 5.3: Video for Social Change**

Become more aware of how your video skills can be put to positive good, creating videos that can brighten up even a small, unknown corner of the world. With the ability to visually expose lesser-known ideas and world issues, this lesson helps you use video to send a message and tell a story.

### **Lesson 5.4: Showcase your Work**

Learn the most effective ways to get your work seen by the most people. Understand how to use popular video-sharing websites and explore video contests as a way to showcase your work and talent. By reviewing a case study with a contest winner, learn firsthand advice regarding the process of entering video contests.

## **UNIT 6 - PROFESSIONAL PATHWAYS**

### **Lesson 6.1: Projects for Hire**

Take a deeper look at the motion picture industry as you explore the many available options for professional, paid work in today's market. From negotiating fees to establishing reasonable deadlines, you will journey through the process of working with a client on a project in a professional manner.

### **Lesson 6.2: Documentary Videos**

Walk through the production and process of Allison Haunss' The Working Woman Report as we explore the workflow involved in developing an effective, moving documentary film. From making average people comfortable around a video camera to making genre-specific technical adjustments, you gain a deeper understanding of the unique process involved in shooting a beautiful documentary film.

### **Lesson 6.3: Short Fiction Videos**

We walk through the production and process of Michael Tyburski's Palimpsest as we explore the workflow involved in developing a well-made short fiction film. From finding the perfect location space to incorporating documentary techniques, you will college the skills necessary to get out there and create your own short fiction film.

### **Lesson 6.4: Stepping Stones and Calling Cards**

Build on the skills and concepts you've studied in previous Units, with examples of projects in four genres: short fiction, documentary, news, and public service announcements (PSA). We also feature case studies about how working professionals in production and post-production got started and the pathways they followed to a professional career.

### **Lesson 6.5: Get Your Work Seen**

Learn the fundamental basics of starting our own business in an effort to get more eyes on the work you've been making. From identifying your target audience to understanding the crucial role of communication, you will effectively hone your marketing skills as you develop the ability to share your projects with others in a professional way.

**The Video Making course is 270 hours which is divided into 6 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**

# WEDDING PHOTOGRAPHY MAKING

NYIP IS NO LONGER ACCEPTING NEW ENROLLMENTS INTO THIS PROGRAM EFFECTIVE NOVEMBER 18, 2021.

## COURSE DESCRIPTION

If you want to learn how to shoot weddings like a pro, this online Wedding Photography course is for you. Professional wedding photographers will walk you through everything you need to know – finding and signing clients, planning for the big day, and shooting and editing high-quality photographs. You will learn the nuances of light, composition, exposure and posing as you develop your own visual style.

Throughout the course, you will complete a series of photo projects that will be reviewed and evaluated by your teacher, a professional photographer there to help you improve. By the time you finish your course, you will have a portfolio of high-quality photos as well as the skills and confidence necessary to succeed as a professional wedding photographer.

## COURSE OBJECTIVES

- Shoot weddings like a professional photographer.
- Outline how to find and sign clients and plan for the wedding day.
- Explain the nuances of light, composition, exposure, and posing.
- Develop and define his or her own visual style.
- Describe how to work with wedding vendors, planners and videographers.
- Discuss how to create his or her own business including branding, marketing techniques, and workflow.
- Use editing techniques to create high quality final products.
- Apply skills to earn a living as a professional wedding photographer.

## LESSON OBJECTIVES

### UNIT 1 - GETTING TO KNOW WEDDING PHOTOGRAPHY

#### Lesson 1.1: Basics of Photography

We introduce you to the wedding vendors, photographers, videographers and industry experts who have helped NYIP put this Course together. From there, begin to review the basic compositional techniques it takes to make any great photograph.

#### Lesson 1.2: Building Your Wedding Portfolio

Review the steps you can take to turn your passion for this specialty area into a business—or to channel your passion into taking better wedding photos for yourself, your family and your friends.

#### Lesson 1.3: The Wedding Team

Understand the professional importance of being an easygoing and flexible team member. In preparing you for this, we start with a review of the parts that make the well-oiled wedding machine run smoothly by focusing on the wedding and event planners.

### **Lesson 1.4: Wedding Trends**

Examine some of the trends in the business. From stylistic changes to routine business dynamics of the industry, this lesson familiarizes you with the massive wedding industry, ensuring that you'll fit right in when you one day join the field.

## **UNIT 2 - WEDDING PHOTOGRAPHY**

### **Lesson 2.1: Following the Light**

We help make sure that you'll have the ability to capture the perfect wedding day shot regardless of what the given lighting is like at a certain location, any time of day or year.

### **Lesson 2.2: Day-Of Wedding Photography**

Begin by unwrapping renowned wedding photographer Jerry Ghoinis's five steps to create the perfect wedding image. From posing to location, we'll then dive deeper into these five elements, helping you master each skill along the way.

### **Lesson 2.3: Posing Essentials**

We discuss the basics of posing and making sure everyone looks their best. From learning to flatter all figures in a composition to accommodating the potentially stressed-out mood of the bridal party, learn how to help everyone look their best on the big day, no matter what.

### **Lesson 2.4: Ethnic and Culturally Diverse Weddings**

Explore the many wedding rituals specific to a multitude of different cultures. By gaining more insight into the traditions of different families, you become well-equipped to capture special moments accordingly.

### **Lesson 2.5: Gear**

We talk to some experts of the industry about their gear preferences as we help you develop a better idea of what you are most comfortable shooting with. From camera basics to specialized lenses, this lesson helps you explore the tools needed to capture the most meaningful shots.

## **UNIT 3 - ADVANCED WEDDING PHOTOGRAPHY TECHNIQUES**

### **Lesson 3.1: Getting Ready Photography**

We take you through the entire wedding, sequence by sequence. By understanding the typical trajectory of the wedding day overall, you become more prepared to capture moments when you know what to expect and when to likely expect it throughout the day.

### **Lesson 3.2: First Look Photography and Family Formals**

We prepare you to capture the best shots of when the bride and groom first see each other dressed and ready on the big day. From scheduled shots to the more spontaneous, be prepared to work with any couple's situation to catch the best, most meaningful moments.

### **Lesson 3.3: Photographing the Ceremony**

We walk through a typical time schedule trajectory of the wedding day and ceremony. Although some ceremonies are only a few moments long and others take hours, this sequence will help you learn to schedule your time and workflow accordingly.

### **Lesson 3.4: Photographing the Reception**

Break shooting the Reception up into segments: room details, cocktail hour, the First Dance, the meal and the dance floor, to ensuring that you're comfortable and prepared to capture the best action after the ceremony.

### **Lesson 3.5: Videography**

You receive an introduction to video cameras and other equipment and basic techniques, and as we let you view some professional wedding videos and observe best practices in action.

## **UNIT 4 - PROFESSIONAL PATHWAYS**

### **Lesson 4.1: Going Pro**

We discuss the right way to take the skills learned throughout this course and launch a legitimate, functioning business in the real world. From developing a business plan to Incorporating your business, you are given the information needed to effectively get your first business up and running.

### **Lesson 4.2: What's My Brand**

Explore how vital good branding will be to your success in professional photography. Starting with an understanding of wedding photographer profiles and personality types, you learn to determine what story you'd like to tell clients about yourself and your work.

### **Lesson 4.3: Marketing**

Dive into everything from emails, wedding albums, business cards, stationery, your email signature, networking, updating your blog and social media profiles, and how all of these things promote your business—or don't.

### **Lesson 4.4: Packages, Prices and Storytelling**

Develop a finalized workflow for delivering finished wedding packages to your clients. From file editing, backing up and image manipulation to delivery of proofs, this learning sequence helps you establish a seamless, timely workflow of delivering a finished product to the couple.

**The Wedding Photography course is 150 hours which is divided into 4 units.**

- Full Payment Plan – **\$699**
- Monthly Payment Plan – **\$859**



# APPENDIX A: INTELLECTUAL PROPERTY POLICY

## INTELLECTUAL PROPERTY POLICY

This policy provides guidance regarding the use and creation of intellectual property at NYIP. While the definition of intellectual property, very broadly, means the legal rights, which result from intellectual activity in the industrial, scientific, literary and artistic fields, this policy is focused on products related to course and program development and instructional practices in the online learning environment. It is the responsibility of all faculty, staff, students and anyone using the facilities or resources of NYIP to read, understand and follow this policy.

## DEFINITIONS

**Copyright:** The exclusive right of an author to reproduce and create derivative works from original works of authorship that are fixed in a tangible medium, which are not in the Public Domain and thus, protected under United States Copyright Law Title 17 of the U.S. Code.

**Covered Individuals:** All individuals employed or under contract by NYIP, enrolled at NYIP, attending courses at NYIP, and/or using the facilities or resources of NYIP are subject to this policy.

**Intellectual Property:** Includes, but is not limited to, any works of authorship, computer software, invention, discovery, creation, know-how, trade secret, technology, scientific or technological development, research data, regardless of whether subject to legal protection such as copyright.

**Public Domain:** The status of work that are not protected by copyright.

**Work Made for Hire:** Work prepared by an employee within the scope of employment, or work under contract that specifies the product to be a work for hire.

## COMPLIANCE WITH COPYRIGHT AND INTELLECTUAL PROPERTY LAW

Anyone who believes that any faculty, staff, or student of NYIP has infringed on their rights, as a copyright owner should contact the School Director with the following information:

- Complete name, mailing address, email address, phone and fax numbers;
- Information about the copyrighted material (URL, book title, etc.);
- The URL of the site which has the infringing material; and
- Any other information supporting the claim.

NYIP will apply measures to protect against unauthorized access (e.g. limiting transmission to students enrolled in a particular course) and requires that only lawfully acquired copies of copyrighted works are used.





# New York Institute of Photography

## 2021 Catalog

New York Institute of Photography 2020 Catalog, Ninth Edition

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**Purpose:** The Catalog is the official document for all academic policies, practices, and course requirements. The general academic policies and policies govern the academic standards and accreditation requirements to maintain matriculated status and to qualify for a certificate. NYIP has adopted a 'grandfather clause' policy such that students have a right to complete their academic Courses under the requirements that existed at the time of their enrollment, to the extent that curriculum offerings make that possible. If course changes are made that effect student courses of study, every effort will be made to transition students into a new course of study that meets new graduation requirements. Students proceeding under revised academic policies must comply with all requirements under the changed course.

**Reservation of Rights:** NYIP reserves the right to make changes to the provisions of this catalog and its rules and procedures at any time, with or without notice, subject to licensing requirements. This catalog is not a contract but merely a general outline of the courses being operated presently by the school. Certain policies may be grandfathered in at the time of enrollment and other revised policies supersede prior policies.

41 East 11th Street, 11th Floor, Suite 66, New York, NY 10003

212-867-8260 | NYIP.edu