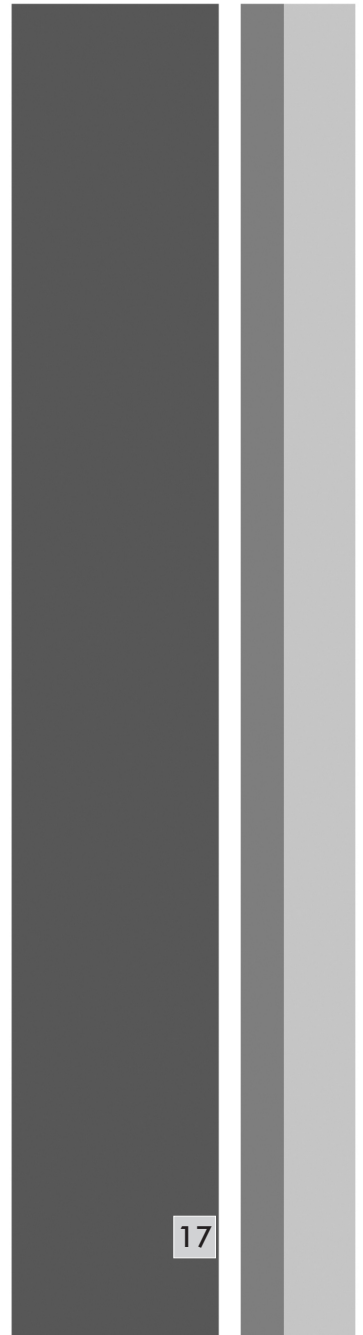


# **Introduction to Digital Photography**

This program prepares students for understanding both the technical and the creative aspects of digital photography. Several disciplines in digital imaging are combined in this program. Both camera practices and image control with manipulation are executed in a series of real world like assignments. Students utilize a variety of digital resources including computers, cameras, lighting, website and publishing software. The business of photography is also examined in a project format. The most significant challenge for today's commercial photographer falls outside the technology world and in the arena of conceptual design. Here, the photographer is asked to design images, not just record images. The program provides a platform for learning for both the individual entering the design field and for the already practicing professional. This is accomplished in a longer format day program ... plus an evening program that includes foundation training in both digital photography and video. The possibilities include:

- Applied imaging standards for professional digital photography
- Composition and design in commercial photography
- Portraiture for consumer and corporate applications
- Adobe Photoshop for manipulating the digital image
- Color control in the camera and in finishing





## **Bachelor of Arts in Photography**

Photography has become the multi-use visual medium for the age of digital image making. Digital photography is everywhere in captured images and images shaped and manipulated by digital tools. This is a program dedicated to developing an art director's eye within you, the professional photographer.

The emphasis for this program is creating and assembling commercial grade photographic art. Plan to build a scope of knowledge for applications in advertising, editorial and interactive media. Master foundation skills in composition, ad design, lighting, styling, portraiture plus Internet production.

There are 45 courses within this 180 credit program. When delivered over 12, ten week quarters of instruction, an eclectic mix of learning takes place. Class size is limited to 28 students, except general education courses. Tools incorporated into the program include studio and location lighting accessories and lighting instruments plus image control software.

**Program Goal:** The graduate of this program is prepared for an entry level position in professional photography as a photographer, photographer's assistant, stylist, photographic illustrator, studio assistant or photographic consultant. Job titles include, but not limited to: photographer, director, website designer and advertising photographic illustrator. Prerequisite for the program is an indication for potential in commercial photography. The student should demonstrate this interest through previous work in image making or through experimentation in visual design. Gathering this evidence is best accomplished by scheduling a Guided Interview to be conducted by the admissions office. See Admissions section for additional information.

<b>Code</b>	<b>Course</b>	<b>Credits</b>	<b>Hours</b>	<b>Code</b>	<b>Course</b>	<b>Credits</b>	<b>Hours</b>
AD101	Visual Construction	4	60	DP101/B	Applied Camera Arts	4	60
AD102	Color Construction	4	60	DP103/B	Portrait & Fashion Photography	4	60
AD103	Creative Thinking/Visual, Audio Acuity	4	60	DP104/B	Lighting & Design for Imaging	4	60
AD104	Personal Branding Strategies	4	40	DP105/B	Career Competencies in Photography	4	60
AD195/B	Media Delivery	4	60	DP205	Advertising Photography	4	60
AD407	Web Design Portfolio/Self Promotion	4	60	DP206	Photographic Illustration	4	60
				DP207	Narrative Photography	4	60
BU211	Promotion & Industry Relations	4	40	DP208	Architectural/Interior Photography	4	60
BU212	Branding	4	60	DP212	Photographic Design & Art Direction*	4	60
BU218	Studio Business Practices	4	40	DP310	Applied Digital Photography I	4	60
BU317	Practical Marketing	4	40	DP411	Applied Digital Photography II	4	60
BU415	Portfolio Studio I	4	60				
BU418	Portfolio Studio II	4	60	IC140	Web Audio & Video	4	60
BU420	Conceptual Design	4	60	IC401	Website Campaign & Control	4	60
DF120	Broadcast Design I	4	60	ART100	Art Appreciation I	4	40
				ART200	Art Appreciation II	4	40
DM207	Advertising Design	4	60	CSM100	Computer Applications	4	40
DM210	Website Design & Production	4	60	ECN400	Introduction to Economics	4	40
DM312	Website Animation I	4	60	ENG200	English Composition	4	40
DM339	Digital Publishing	4	60	ENG400	Oral Communication	4	40
				HUM100	Music Appreciation*	4	40
				MTH100	Contemporary Mathematics	4	40
				MTH300	Geometry	4	40
				SCI300	Environmental Science	4	40
				SCI301	Life Science	4	40
				SOC200	Geography	4	40
				SOC201	Sociology	4	40
				PSY200	Psychology	4	40
				<b>TOTAL</b>		<b>180</b>	<b>2,340</b>

\*With approval, an elective may be substituted for these courses.

# Certificate in Digital Photography & Digital Video

This is a special two part program certificate. It may be taken in whole for a certificate award ... or taken for only the first part or the second part. The first part is digital photography while the second half is directed toward digital videography.

This is an intense program that propels the student through the production process of art direction, planning, lighting, shooting and finishing production elements utilizing both still image photography and sight and sound video. The program is delivered in four, 10 week quarters. The program begins with an intense approach to digital photography... camera plus image manipulation and correction for a total of two quarters-five program weeks. The second two quarters of five program weeks moves into digital video planning, lighting and shooting. Maximum class size is 28. A certificate is awarded for successful completion of this academic program.

**Program Goal:** The graduate of this program is prepared for an entry level position in production of digital imaging for still photography or dynamic videography. The student will have gained foundation knowledge in the creative and technical process of digital photography and video production. Each student must have a digital SLR (single lens reflex) camera and stable tripod. An incident light meter is suggested, but is optional. Video students will need a video camera with manual settings plus have a tripod that will allow pans and tilts. Entry level job titles may include: photographer, studio assistant, website designer and advertising photographic illustrator. Prerequisite for this program is a demonstrated interest in art and design through evidence of expression. See Admission section for added information.

### Special option for individual photography or video instruction

Students may elect to take just one part of this program... five program weeks of digital photography or five program weeks of digital video. A completion award is made in this non credit option. This program option will prove valuable for the individual who only desires specific study-photography or video. Plan to ask about custom training options for seminar study in such areas as:

- Final Cut Pro HD
- After Effects
- Pro Tools

Code	Course	Credits	Hours
AD101	Visual Construction	4	60
AD102	Color Construction	4	60
BU415	Portfolio Studio I	4	60
DP101	The Art of Digital Photography*	4	60
DP103/B	Portrait & Fashion Photography	4	60
DP104/B	Lighting & Design for Imaging	4	60
DP108	Digital Portfolio	4	60
DP205	Advertising Photography*	4	60
Total		32	480

\*With approval, this course may be an elective in a BA program.

