

# VISUAL COMMUNICATION & DESIGN WITH A CONCENTRATION IN PHOTOGRAPHY, ASSOCIATE OF APPLIED BUSINESS



This concentration prepares students to enter a broad range of photographic careers in editorial, advertising, corporate communications, wedding and portrait photography, digital retouching and post production, styling and production assisting. The curriculum is based on professional imaging standards and practices in a rapidly changing field. Emphasis on development of the visual, technical and business skills required in today's market enables our graduates to respond effectively to the changing demands of our multimedia communications environment.

Departmental approval may be granted for enrollment in individual courses for students who are not degree majors.

While some photography classes for this program are offered at other campuses, the majority of photography courses required by the program are offered in-person at the Western Campus. Please see the schedule of classes for details.

**Program contact:** Learn more

Learn more about how certificate credits apply to the related degree.

## Program Learning Outcomes

This program is designed to prepare students to demonstrate the following learning outcomes:

- 1. Imaging Aesthetic.** Determine and develop the possibilities of digital and graphic designs to produce compelling images that are believable and convey a message through lighting, color, special techniques and subject knowledge.
- 2. Imaging Technical.** Apply knowledge of and skills in Photoshop, Lightroom, color management, color calibration and proofing, color printing, and scanning, to perform digital asset management and use photographs in multi-media applications including websites, power point, programs, FTP sites and print media.
- 3. Professionalism.** Demonstrate strong work ethic and standards; apply listening, learning, and communication skills; employ interpersonal skills using a high degree of emotional intelligence and demonstrate familiarity with legal and business issues.
- 4. Photo and Imaging Technical.** Apply basic knowledge of camera operation, Mac OSX, and Photoshop to perform onset diligence

including verifying exposure histogram, checking lights and being visually alert for malfunctions.

- 5. Studio.** Apply basic knowledge of grip, lighting and light modification tools, have a flexible attitude, be adaptable when working in a studio and/or location environment.
- 6. Location.** Check, pack and troubleshoot equipment, be visually alert, and watch for mechanical, people and environmental problems.

## Suggested Semester Sequence

| First Semester               |                                 | Credit Hours |
|------------------------------|---------------------------------|--------------|
| VC-1000                      | Visual Communication Foundation | 3            |
| VCPH-1150                    | History of Photography          | 3            |
| VCPH-1261                    | Photography I                   | 3            |
| VCPH-1450                    | Digital Imaging I               | 3            |
| Select one of the following: |                                 | 3            |
| ENG-1010                     | College Composition I           |              |
| ENG-101H                     | Honors College Composition I    |              |
| <b>Credit Hours</b>          |                                 | <b>15</b>    |

| Second Semester     |   | Credit Hours |
|---------------------|---|--------------|
| MATH-1190           | Algebraic and Quantitative Reasoning (or Any Approved Ohio Transfer 36 Mathematics course) <sup>1</sup> | 3            |
| VCPH-2050           | Commercial Studio Techniques I  | 3            |
| VCPH-2260           | Photography II  | 3            |
| VCPH-2450           | Digital Imaging II  | 3            |
| ART-2030            | Art History Survey: Late Renaissance to Present   | 3            |
| <b>Credit Hours</b> |   | <b>15</b>    |

| Third Semester      |  | Credit Hours |
|---------------------|--|--------------|
| VC-1201             | Typography I                                 | 3            |
| VCPH-2160           | Digital Video for Photographers <sup>2</sup> | 3            |
| VCPH-2550           | Commercial Studio Techniques II              | 3            |
| VCPH-2541           | Individual Projects in Photography           | 3            |
| VCPH-2660           | Photography III                              | 3            |
| <b>Credit Hours</b> |  | <b>15</b>    |

| Fourth Semester              |  | Credit Hours |
|------------------------------|--|--------------|
| VCPH-2761                    | Photography for Media Publication                                    | 3            |
| VCPH-2770                    | Commercial Studio Techniques III                                     | 3            |
| VCPH-2991                    | Professional Business Practices and Portfolio Prep for Photographers | 4            |
| Select one of the following: |  | 3            |
| COMM-1010                    | Fundamentals of Speech Communication                                 |              |
| COMM-101H                    | Honors Speech Communication  |              |
| Select one of the following: |  | 3            |
| SOC-1010                     | Introductory Sociology   |              |
| SOC-101H                     | Honors Introductory Sociology  |              |
| <b>Credit Hours</b>          |  | <b>16</b>    |
| <b>Total Credit Hours</b>    |  | <b>61</b>    |

<sup>1</sup> MATH-1100 Mathematical Explorations or MATH-1240 Contemporary Mathematics taken prior to Fall 2024 will be accepted to meet the mathematics requirement for this program.

<sup>2</sup> MARS-1180 taken prior to Fall 2017 will be accepted in place of VCPH-2160.

MATH-1140, MATH-1141, MATH-1200, MATH-1270, and MATH-1280 can no longer count towards fulfilling the college-level mathematics requirement. These courses were re-classified as developmental mathematics by the state of Ohio in 2016. Tri-C established a 5-year transitioning window for students who had completed these courses prior to 2016 to apply them towards meeting graduation requirements, which expired in Summer 2021. It is highly recommended to see a counselor to determine the appropriate math required for your current major.