

# 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.

Some photography courses may be available at Metropolitan Campus; completion of degree requires attendance at Western Campus.

**Program contact:** Learn more

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

## Program Admission Requirements

- Complete VCPH-1261 Photography I with grade of "C" or higher.

## Other Information

- Submission of a portfolio.
- Portfolio reviews conducted twice per year at the end of Fall and Spring Semesters.

## 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	
Credit Hours		15
Second Semester		Credit Hours
MATH-1xxx	1000-level MATH course or higher	3
VCPH-2050	Commercial Studio Techniques I	3
VCPH-2260	Photography II	3
VCPH-2450	Digital Imaging II	3
Select one of the following:		3
SOC-1010	Introductory Sociology	
SOC-101H	Honors Introductory Sociology	
Credit Hours		15
Third Semester		Credit Hours
VC-1201	Typography I	3
VCPH-2160	Digital Video for Photographers <sup>1</sup>	3
VCPH-2550	Commercial Studio Techniques II	3
VCPH-2660	Photography III	3
VCPH-2991	Professional Business Practices and Portfolio Prep for Photographers	4.0
Credit Hours		16
Fourth Semester		Credit Hours
MJS-1310	Film Appreciation	3
VCPH-2541	Individual Projects in Photography	3
VCPH-2760	Editorial Photography	3
VCPH-2770	Commercial Studio Techniques III	3.0
Select one of the following:		3
COMM-1010	Fundamentals of Speech Communication	

COMM-101H	Honors Speech Communication	
	Credit Hours	15
	Total Credit Hours	61

<sup>1</sup> MARS-1180 taken prior to Fall 2017 will be accepted in place of VCPH-2160.