**Program Student Learning Outcome Statement:**
- Research significant photographers and photography movements, analyze the concepts researched, and apply new information to their own thinking and artwork.
- Analyze and evaluate personal work and the work of others during critique that will allow one to process criticism, absorb ideas, and apply new found insights to future work.
- Analyze photographic theory through specific artists and genres, and then integrate concepts from those artists and genres into his or her own personal artwork.
- Show proficiency in camera handling, camera controls, exposure, film development, darkroom printing, and print finishing.
- Identify historical and contemporary issues, and then bring awareness to those issues by creating documentary and/or social commentary photographs.

| ART 101 | Design I | 3 |
|---|---|---|
| ART 121 | Darkroom and Digital Photography I | 3 |
| ART 126 | Beginning Color Photography | 3 |
| ART 156 | History of Photography | 3 |
| ART 192 | Introduction to Digital Imaging | 3 |

**Choose group 1 or group 2 to complete degree program.**

**Group 1: Traditional Photography (9)**
| ART 122 | Darkroom and Digital Photography II (3) | |
|---|---|---|
| ART 123 | Darkroom and Digital Photography III (3) | |
| ART 127 | Advanced Color Photography (3) | |
| | OR | 7–9 |

**Group 2: Digital Photography (7)**
| ART 137 | Web Site Development for Artists and Graphic Designers (4) | |
|---|---|---|
| ART 138 | Advanced Digital Imaging for Photography, Art, and Graphics (3) | |
| | **Total units** | **22–24** |

**Recommended Electives:**
For Group 1: ART 116, 118, 119, 120, 130, 151, 159, 199A; HUM 112.

For Group 2: ART 117, 120, 127, 130, 150, 157, 159, HUM 112.

To earn an associate degree, additional general education and graduation requirements must be completed. See page 59.

Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 43 for further information.

# PHOTOGRAPHY AND DIGITAL IMAGING

## CAREER/TECHNICAL (MAJOR CODE: 02350)

Educates students with a sound background in technical skills and theory while increasing their conceptual abilities. Two groups within this program of studies, photographic arts and photography for industry, provide the student with basic aesthetic principles and technical skills needed for entry into the field of professional photography. Students are encouraged to develop critical and aesthetic judgment while achieving technical experience.

**Program Student Learning Outcome Statement:**
- Research significant photographers and photography movements, analyze the concepts within the artwork created by those photographers and photography movements, and apply new information to their own thinking and artwork.
- Analyze and evaluate personal work and the work of others during critique that will allow one to process criticism, absorb ideas, and apply new found insights to future work.
- Analyze photographic theory through specific artists and genres, and then integrate concepts from those artists and genres into his or her own personal artwork.
- Show proficiency in camera handling, camera controls, digital capture, Camera RAW workflow, digital imaging workflow, and digital printing.
- Identify historical and contemporary issues, and then bring awareness to those issues by creating documentary and/or social commentary photographs.

## FIRST SEMESTER
| ART 101 | Design I | 3 |
|---|---|---|
| ART 156 | History of Photography | 3 |
| ART 192 | Introduction to Digital Imaging | 3 |
| ART 205 | Beginning Digital Photography | 3 |

## SECOND SEMESTER
| ART 206 | Intermediate Photography | 3 |
|---|---|---|
| ART 207 | Studio and Lighting Techniques | 3 |

## THIRD SEMESTER
| Complete 5–7 units of Photography Electives | 5–7 |
|---|---|

## FOURTH SEMESTER
| ART 216 | Advanced Photography | 3 |
|---|---|---|
| Complete 2-4 units from Photography Electives | | 2–4 |
| **Total units** | | **28–32** |

Photography Electives: ART 137, 138, 197, 208A, 209, 210, 211, 212A, 213, 290.

Recommended Electives: ART 116, 117, 130, ART/TELE 131, ART 151, 157, 159, 161, 205L, 206L, 207L, 210L, 211L, 213L, 214A, 215A, 216L, BUS 149.

*Note: It is recommended to wait until the fourth semester before ART 197 in order to have enough photographic works to include in competitive portfolio . It is recommended to wait until the fourth semester before taking ART 290 in order to have the skills and experience necessary for most applied arts internships.*

Suggested courses prepare students for fine-art photography: ART 138, 197, 208A, 210, 212A.

Suggested courses prepare students for commercial, editorial, and advertising photography: ART 137, 138, 209, 210, 211, 213, 290.

To earn an associate degree, additional general education and graduation requirements must be completed. See page 59.

# CERTIFICATE
# GRAPHIC APPLICATIONS

## CERTIFICATE OF PROFICIENCY
## CAREER/TECHNICAL/(MAJOR CODE: 02574)

Designed for those students with no prior computer graphic design experience or who want to learn how to use the computer as a tool for graphic applications. Students will gain essential computer graphic skills necessary for today's entry-level positions in graphic design.

**Program Student Learning Outcome Statement:**
• Demonstrate competence in analyzing and critiquing graphic design works.

## GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that "prepares students for gainful employment in a recognized occupation."

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: **www.swccd.edu/gainfulemployment**

| | | |
|---|---|---|
| ART 159 | Graphic Design—Layout | 3 |
| ART 161 | Graphic Design | 3 |
| ART 192 | Introduction to Digital Imaging | 3 |
| CL 120 | Computer Literacy | 1 |
| | **Total units** | **10** |

# ⚠ PROFESSIONAL PHOTOGRAPHY

## CERTIFICATE OF ACHIEVEMENT
## CAREER/TECHNICAL (MAJOR CODE: 01381)

Prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences, and to record events and people, via digital, film, and still photography. Includes instruction in specialized camera and equipment operation, applications to commercial and industrial needs, and business operations.

**Program Student Learning Outcome Statement:**
• Communicate concepts, aesthetics, and project production to clients.
• Collaborate effectively with client, production resources, and personal vision on photographic assignments.
• Demonstrate proficiency in digital capture, Camera RAW workflow, digital imaging workflow, and digital printing.
• Demonstrate proficiency in lighting concepts including light ratios, studio strobe use, small portable flash use, lighting setups for specific effects, and use of light modifiers.
• Understand color management and the relationship between digital capture profiles, monitor profiles, color workspaces, and digital printing profiles.

## GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that "prepares students for gainful employment in a recognized occupation."

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: **www.swccd.edu/gainfulemployment**

| | | |
|---|---|---|
| ART 138 | Advanced Digital Imaging for Photography, Art, and Graphics | 3 |
| ART 192 | Introduction to Digital Imaging | 3 |
| ART 205 | Beginning Digital Photography | 3 |
| ART 207 | Studio and Lighting Techniques | 3 |
| ART 209 | Photography Business Practices | 2 |
| ART 211 | Editorial and Advertising Photography | 3 |
| ART 210 | Portrait Photography | 3 |
| ART 197 | Professional Practices and Portfolio Development for Visual Artists | 3 |
| | OR | |
| ART 290 | Cooperative Work Experience in Applied Visual Arts I | 2–4 |
| | **Total units** | **22–24** |

Some courses within this program may require additional coursework that must be completed prior to enrollment in these courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment. ⚠ ⚠

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