

Curriculum Standard for Visual Arts: Photographic Technology						
Career Cluster: Arts, Audio/Video Technology and Communications **						
Cluster Description: Designing, producing, exhibiting, performing, writing, and publishing multi-media content including visual and performing arts and design, journalism, and entertainment services.						
Pathway: Visual Arts		Effective Term: Fall 2023 (2023*3)				
Program Majors Under Pathway						
Program Major / Classification of Instruction Programs (CIP) Code		Credential Level(s) Offered	Program Major Code			
Photographic Technology		CIP Code 10.0201 AAS/Diploma/Certificate	A30280			
Pathway Description:						
<p>The Photographic Technology curriculum offers training in photographic techniques and their application in professional photographic disciplines. Students will receive comprehensive course work in one of the following subject areas: Photographic Technology, Biocommunications Photography, Multimedia Journalism, Commercial Photography, or Portrait and Wedding Photography.</p> <p>Course work includes developing skills in the following areas: fundamentals of camera systems, lighting, photographic process, digital imaging, design, multimedia, and business practices.</p> <p>Graduates should qualify for entry-level jobs in the photographic industry. Employment opportunities exist in the following areas: commercial photography, multimedia journalism, biomedical photography, portrait and wedding photography, equipment sales, photographic laboratories, and imagining technologies depending upon courses offered and completed.</p>						
I. General Education Academic Core						
<p>[Curriculum Requirements for associate degree, diploma, and certificate programs in accordance with ID SBCCC 400.10]: Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.</p>						
Visual Arts: Photographic Technology						
Recommended General Education Academic Core		AAS	Diploma	Certificate		
Minimum General Education Hours Required:		15 SHC	6 SHC	0 SHC		
<p>Courses listed below are recommended general education courses for this curriculum standard. Colleges may choose to include additional or alternative general education courses to meet local curriculum needs.</p> <p>*Recommended certificate and diploma level curriculum courses. These courses may <u>not</u> be included in associate degree programs.</p> <p>U signifies Universal General Education Transfer Component Courses (UGETC)</p>		6 SHC	3-6 SHC	Optional		
Communication:						
*COM 101	Workplace Communication				3 SHC	
COM 110	Introduction to Communication				3 SHC	
COM 120	Intro Interpersonal Com				3 SHC	
COM 231	Public Speaking				3 SHC	U
*ENG 101	Applied Communications I				3 SHC	
*ENG 102	Applied Communications II				3 SHC	
ENG 110	Freshman Composition				3 SHC	
ENG 111	Expository Writing				3 SHC	U
ENG 112	Argument-Based Research				3 SHC	U
ENG 114	Prof Research & Reporting				3 SHC	
ENG 115	Oral Communication				3 SHC	
ENG 116	Technical Report Writing	3 SHC				

Humanities/Fine Arts:										
ART	111	Art Appreciation	3 SHC	U						
ART	114	Art History Survey I	3 SHC	U						
ART	115	Art History Survey II	3 SHC	U	3 SHC	0-3 SHC	Optional			
*HUM	101	Values in the Workplace	2 SHC							
HUM	110	Technology and Society	3 SHC							
HUM	115	Critical Thinking	3 SHC							
HUM	230	Leadership Development	3 SHC							
PHI	230	Introduction to Logic	3 SHC							
PHI	240	Introduction to Ethics	3 SHC	U						
Social /Behavioral Sciences:										
ECO	151	Survey of Economics	3 SHC							
ECO	251	Prin of Microeconomics	3 SHC	U						
GEO	110	Introduction to Geography	3 SHC		3 SHC	0-3 SHC	Optional			
GEO	111	World Regional Geography	3 SHC							
*PSY	101	Applied Psychology	3 SHC							
*PSY	102	Human Relations	2 SHC							
PSY	118	Interpersonal Psychology	3 SHC							
PSY	135	Group Processes	3 SHC							
PSY	150	General Psychology	3 SHC	U						
*SOC	105	Social Relationships	3 SHC							
SOC	210	Introduction to Sociology	3 SHC	U						
SOC	215	Group Processes	3 SHC							
Natural Sciences/Mathematics:										
BIO	140	Environmental Biology	3 SHC							
BIO	160	Introductory Life Science	3 SHC							
*MAT	101	Applied Mathematics I	3 SHC		3 SHC	0-3 SHC	Optional			
MAT	110	Mathematical Measurement	3 SHC							
MAT	115	Mathematical Models	3 SHC							
MAT	120	Geometry and Trigonometry	3 SHC							
MAT	121	Algebra/Trigonometry I	3 SHC							
MAT	151	Statistics I	3 SHC							
MAT	155	Statistical Analysis	3 SHC							
PHY	110	Conceptual Physics	3 SHC	U						
PHY	121	Applied Physics I	4 SHC							

II. Major Hours. AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. Below is a description of each section under Major Hours.

- A. Technical Core.** The technical core is comprised of specific courses which are required for all Program Majors under this Curriculum Standard. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the curriculum core courses or core subject area of the AAS program.
- B. Program Major(s).** The Program Major must include a minimum of 12 semester hours credit from required subjects and/or courses. The Program Major is in addition to the technical core.
- C. Other Major Hours.** Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from each prefix listed, with the exception of prefixes listed in the core.

Visual Arts: Photographic Technology	AAS	Diploma	Certificate
Minimum Major Hours Required:	49 SHC	30 SHC	12 SHC
A. Technical Core: PHO 110 Fundamentals of Photography 5 SHC PHO 139 Intro to Digital Imaging 3 SHC Lighting. Select 3-4 SHC: PHO 115 Basic Studio Lighting 4 SHC or PHO 125 Basic Object Lighting 1 SHC <i>and</i> PHO 126 Basic Portrait Lighting 1 SHC <i>and</i> PHO 135 Product Lighting 1 SHC Multimedia. Select 3 SHC: PHO 143 Multimedia I 3 SHC PHO 224 Multimedia Productions 3 SHC Required Subject Areas (Select one subject area): Photographic Technology PHO 113 History of Photography 3 SHC PHO 217 Photojournalism I 4 SHC PHO 226 Portraiture 4 SHC PHO 235 Commercial Photography 4 SHC Biocommunications Photography PHO 132 Small-Format Photography 4 SHC PHO 212 Biocom Photojournalism 2 SHC PHO 213 Macro Photography 2 SHC PHO 218 Biocom Portrait Lighting 2 SHC PHO 225 Biocom Object Lighting 2 SHC PHO 230 Biocom Portfolio Prep 2 SHC PHO 246 Multimedia II Biocommunication 3 SHC Commercial Photography PHO 132 Small-Format Photography 4 SHC PHO 215 Photographic Illustration 6 SHC PHO 229 Advertising Photography 6 SHC PHO 231 Commercial Portfolio Capstone 2 SHC PHO 244 Multimedia II Commercial Photo 3 SHC Multimedia Journalism PHO 132 Small-Format Photography 4 SHC PHO 216 Documentary Photo/Multimedia 4 SHC PHO 217 Photojournalism I 4 SHC PHO 232 Multimedia Journ Port Capstone 2 SHC PHO 243 Multimedia II Photojournalism 3 SHC Portrait and Wedding Photography PHO 132 Small-Format Photography 4 SHC PHO 210 Professional Wedding Photography 3 SHC PHO 211 Contemporary Portrait I 6 SHC PHO 221 Contemporary Portrait II 5 SHC PHO 233 Portraiture Portfolio Capstone 2 SHC PHO 245 Multimedia II Portrait Photo 3 SHC	29-38 SHC		

C. Other Major Hours.

To be selected from the following prefixes:

ART, BUS, CIS, CSC, GRD, JOU, PFN, PHO, WBL, and WEB.

Up to two semester hour credits may be selected from ACA.

Three semester hour credits may be selected from PTE.

Up to three semester hour credits may be selected from the following prefixes: ARA, ASL, CHI, FRE, GER, ITA, JPN, LAT, POR, RUS, and SPA.

III. Other Required Hours

A college may include courses to meet graduation or local employer requirements in a certificate (0-1 SHC), diploma (0-4 SHC), or an associate in applied science (0-7 SHC) program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.

IV. Employability Competencies

Fundamental competencies that address soft skills vital to employability, personal, and professional success are listed below. Colleges are encouraged to integrate these competencies into the curriculum by embedding appropriate student learning outcomes into one or more courses or through alternative methods.

- A. **Interpersonal Skills and Teamwork** – The ability to work effectively with others, especially to analyze situations, establish priorities, and apply resources for solving problems or accomplishing tasks.
- B. **Communication** – The ability to effectively exchange ideas and information with others through oral, written, or visual means.
- C. **Integrity and Professionalism** – Workplace behaviors that relate to ethical standards, honesty, fairness, respect, responsibility, self-control, criticism, and demeanor.
- D. **Problem-solving** – The ability to identify problems and potential causes while developing and implementing practical action plans for solutions.
- E. **Initiative and Dependability** – Workplace behaviors that relate to seeking out new responsibilities, establishing and meeting goals, completing tasks, following directions, complying with rules, and consistent reliability.
- F. **Information processing** – The ability to acquire, evaluate, organize, manage, and interpret information.
- G. **Adaptability and Lifelong Learning** – The ability to learn and apply new knowledge and skills and adapt to changing technologies, methods, processes, work environments, organizational structures, and management practices.
- H. **Entrepreneurship** – The knowledge and skills necessary to create opportunities and develop as an employee or self-employed business owner.

*An **Employability Skills Resource Toolkit** has been developed by NC-NET for the competencies listed above. Additional information is located at: <http://www.nc-net.info/employability.php>

Summary of Required Semester Hour Credits (SHC) for each credential:

	AAS	Diploma	Certificate
Minimum General Education Hours	15	6	0
Minimum Major Hours	49	30	12
Other Required Hours	0-7	0-4	0-1
Total Semester Hours Credit (SHC)	64-76	36-48	12-18