EDUCATIONAL OBJECTIVES
One of the strengths of the BGA in Commercial Photography degree is its strong and diverse curriculum. This degree is designed for its graduates to be prepared to move directly into a business environment. Graduates will have a competitive advantage in the job market simply because they will be current with changing technologies and, in addition to being solid professional photographers, will have a clear understanding of the commercial business environment.

Graduates of this bachelor-level degree will be fully qualified for either employment or for operating their own photography business. Graduates will know how to light, shoot and do post-production work in a wide variety of areas. These include such areas as weddings, fashion, sports, architecture, landscape, travel, portraits, special events, concerts, and product photography. They will also understand design composition, videography and techniques of operating and marketing a business.

All students in this program will be given the opportunity, through a strong curriculum that includes a variety of general education courses, to develop their critical thinking skills and their decision-making abilities. Students will also be expected to refine their creative talents and use them as they develop their photography skills.

All 135 semester hours of this degree program must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

Bachelor of Graphic Arts (BGA) Commercial Photography

The normal duration of the Bachelor of Graphic Arts (BGA) program in Commercial Photography is 11 semesters (44 months). Graduates of the program complete 135 credit hours and earn a Bachelor of Graphic Arts degree in Photography, preparing them for entry-level and advanced-level work in the photography field.

Course Number | Course Title | Credit Hours
--- | --- | ---
SPC101 | SPEECH | 3
PL103 | PHILOSOPHY | 4
SS104 | SUCCESS STRATEGIES | 4
PS108 | PSYCHOLOGY | 4
LIT211 | LITERATURE | 4
EN270 | ENGLISH | 4
MTH300 | CONTEMPORARY MATH | 3
ES300 | EARTH SCIENCES: THE HUMAN ENVIRONMENT | 3
HWC301 | HISTORY OF WESTERN CIVILIZATION | 4

PH101 | INTRODUCTION TO PHOTOGRAPHY | 3
PH102 | NATURE PHOTOGRAPHY | 3
PH103 | ADOBE LIGHTROOM | 3
DC102 | DESIGN COMPOSITION | 3
SLT130 | STUDIO LIGHTING TECHNIQUES | 3
APSP140 | ADOBE PHOTOSHOP FOR PHOTOGRAPHERS | 3
DP104 | DIGITAL PHOTOGRAPHY | 3
LIT110 | LOCATION LIGHTING TECHNIQUES | 3
ADP240 | ADVANCED DIGITAL PHOTOGRAPHY | 3
PH201 | PORTRAIT PHOTOGRAPHY | 3
VID301 | INTRODUCTION TO VIDEOGRAPHY | 3
PH230 | ADVANCED LIGHTING | 3
VPPI120 | VISAUAL PRINCIPLES OF PHOTOGRAPHY | 3
PZ209 | COMMERCIAL ADVERTISING | 3
PH210 | MODEL FASHION PHOTOGRAPHY | 3
MFP220 | ADVANCED COMMERCIAL ADVERTISING | 3
PH290 | WEDDING EVENTS | 3
WE205 | SPORTS PHOTOGRAPHY | 3
PH215 | PHOTOGRAPHY IN POPULAR CULTURE | 3
PH270 | THE BUSINESS OF PHOTOGRAPHY I | 3
PH310 | FOOD PHOTOGRAPHY | 3
PH330 | ARCHITECTURAL PHOTOGRAPHY | 3
PH340 | LANDSCAPE PHOTOGRAPHY | 3
PH280 | THE BUSINESS OF PHOTOGRAPHY II | 3
PH285 | ONLINE MARKETING | 3
VID325 | EDITING TECHNIQUES | 3
VID330 | AUDIO TECHNIQUES | 3
PH420 | CONCERTS AND SPECIAL EVENTS PHOTOGRAPHY | 3
PH450 | TRAVEL PHOTOGRAPHY | 3
PH480 | FINE ART PHOTOGRAPHY | 3
PH490 | CAPSTONE PROJECT | 3
IS440 | INDEPENDENT STUDY (OPTIONAL) | 1-4
PR450 | PORTFOLIO AND RESUME PREPARATION | 3

TOTAL CREDIT HOURS 135
COURSES OF MAJOR

PH 101 INTRODUCTION TO PHOTOGRAPHY
This course is the first step in building photographic skills necessary for the working professional. It introduces students to digital photography and all the aspects of using a digital camera. Students will put into practice selective depth of field and creative use of high and low shutter speeds. The course concentrates on what makes a good image.

PH 102 NATURE PHOTOGRAPHY
This course is a study of filters, lenses and lighting for nature and location photography. Use of tripods, meters and lenses will be taught on field trips with emphasis on composition and exposure. Techniques of effectively using the digital camera to accomplish an excellent image will be explored.

PH 103 ADOBE LIGHTROOM
Students will be introduced to the Mac computer. Comparisons between the Mac and PC environments will be discussed in order to help those who are used to working with the PC become comfortable in a Mac environment. Students learn how to work with the system organization and workflow. Through the use of the various programs included with the operating system and Adobe Lightroom, this learning process will take the students through various projects geared to introduce them to the software applications they will use the most. Students will begin to use Adobe Lightroom to organize their workflow and develop their photographs using camera raw files. Emphasis will be placed on acquiring proficiency with camera raw processing for correct white balance, tonal range, noise reduction and sharpening.

DC 102 DESIGN COMPOSITION
Students are introduced to the principles of design using a variety of media as they complete projects that emphasize various aspects of composition. They will learn about balance, repetition of shape, positive and negative space, focal point, the illusion of depth and motion.

SLT 130 STUDIO LIGHTING TECHNIQUES
This is a studio and lighting course covering basic fundamentals of various types of lighting. It includes different lighting systems demonstrating studio techniques for portrait, tabletop and still life photography. This class will give students an understanding of how to work in studio to achieve hard light and soft light using light modifiers like reflectors, soft boxes, umbrellas, grids; snoots and various other lighting accessories.

APSP 140 ADOBE PHOTOSHOP FOR PHOTOGRAPHERS
This course teaches students how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a photographer’s standpoint. Building upon what was learned in the Lightroom course about organizing and developing images, Adobe Photoshop for Photographers will delve deeper into the technical aspects of image developing, showing photography students techniques for color management, image and color adjustments, montage techniques and preparing images for print.

DP 104 DIGITAL PHOTOGRAPHY
This course is primarily a shooting course. Students are expected to shoot hundreds of images improving their techniques and skill as they progress. Some images may become portfolio quality. Other chapters covered include digital imaging, analyzing digital images, image capture with digital cameras and scanners, output devices, resolutions and digital file formats.

LLT 110 LOCATION LIGHTING TECHNIQUES
A course in understanding the use of natural and artificial light, reflectors, strobes, tungsten and florescent lighting systems to light and photograph portraits, interiors, exteriors, large and small spaces, still life, streets and architecture for corporate and editorial assignments as introduced in this course. Students learn about color temperatures and ways to color-balance using color correcting gels and filters. Techniques of controlling, shaping, moving and enhancing natural light are learned.

ADP 240 ADVANCED DIGITAL PHOTOGRAPHY
This course is designed for students with advanced knowledge of computers and image editing software. It is designed to teach students how to fully develop digital images in Camera Raw, to post process images in Photoshop using advanced techniques, to apply color management techniques to their workflow including soft proofing and to professionally manage their workflow from concept to final output. Topics include soft proofing and color management, using speedlights and diffusers, noise reduction, controlling DOF, correcting lens distortion in post work, using Photoshop’s panoramic, Zoomify, displacement and vanishing point features, HDR imaging using Photomatix and focus stacking using Zerene Stacker.

PH 201 PORTRAIT PHOTOGRAPHY
Students will learn posing and lighting techniques for commercial headshots and portrait photography. The student will become familiar with studio equipment, set design and classic lighting set-ups. Students will learn to tell the difference between a good and a great portrait.
VID 301 INTRODUCTION TO VIDEOGRAPHY
This course will introduce students to basic video production techniques. Students will learn how the camera acts as a storyteller. In addition to learning basic procedures and techniques of video productions, students will dissect various print, video and film projects to analyze details and tricks of emotional augmentation.

PH 230 ADVANCED LIGHTING
In this course, students will explore and learn how to approach different lighting conditions and situations including studio, outdoor and event locations. Students will learn how to use on-camera flash and professional lighting equipment at indoor and outdoor events. In addition, students will learn non-standard lighting schemes that will enable them to shoot unusual settings.

VPP 120 VISUAL PRINCIPLES OF PHOTOGRAPHY
This course provides insight into photography through a study of its history. Topics include the invention of photography, early processes, movements in photography, historical processes, photographers and their influences on the way we see and use photography today, copyrights and ethics.

PJ 209 PHOTOJOURNALISM
This course advances student skills in visual communications through the use of photography in single images, stories or videos. Communication is the ultimate aim of photography. Better communication skills make better photographers. The class will place emphasis on the skills and techniques of shooting images that engage and communicate with the reader. Students will be expected to have basic skills necessary to operate in the real world where available darkness is the rule and studio lighting gear is the exception. Since communication implies an audience, students will be encouraged to submit images and stories to various publications in both digital and print formats.

PH 210 COMMERCIAL ADVERTISING
Students will learn techniques for collaborating with advertising professionals as well as producing shots suitable for editorial and advertising photography. Subject matter will include a variety of contemporary advertiser needs, ranging from product shots to architectural work.

MFP 220 MODEL FASHION PHOTOGRAPHY
Color and b&w are used to showcase professional models. Studio and natural lights with modifications such as reflectors will be combined to produce images for commercial applications. Headshots, ¾ length and full-length images will be produced.

PH 290 ADVANCED COMMERCIAL ADVERTISING
Students will learn techniques for collaborating with advertising professionals as well as producing shots suitable for editorial and advertising photography. Subject matter will include a variety of contemporary advertiser needs, ranging from product shots to architectural work. This is an advanced course and students are expected to produce professional, quality work.

WE 205 WEDDING EVENTS
Students will learn posing and lighting techniques for wedding photography. The student will become familiar with equipment, design and classic lighting set-ups. In addition, students will design and use business cards, contracts and formal business arrangements for wedding related photographic products such as albums, framed photographs and videos. Students will photograph simulated weddings at real (churches and outdoor facilities) wedding locations.
PH 340 LANDSCAPE PHOTOGRAPHY
At first glance, many people may consider landscape photography to be a hobby or a fine-art pursuit. However, there are many high-end commercial uses for landscape photography. Resorts, golf courses, retreats, state and national parks, residential subdivisions and even inner-city hotels use landscape photography for their brochures and promotional advertising. Landscape photography is frequently used on mass produced calendars, note cards, greeting cards and posters. Special techniques for getting the best images of selected sites will be taught.

PH 280 THE BUSINESS OF PHOTOGRAPHY II
This course will explore all aspects of creating and managing a photography studio or a business. It will provide guidelines for being a successful, independent contractor. Students will learn about financing and strategic planning. As an end product of this course, a viable business plan will be produced.

PH 285 ONLINE MARKETING
It's no secret that the Internet has changed how people and businesses interact with one another. Photographers have a great deal to gain from social networking. Social networking is the communication and marketing tool of today. Photographers can gain more exposure for their work and build a positive reputation online. They can find new clients and develop a community around their work. Photographers may be familiar with social networking tools like Facebook, Youtube, Vimeo, Twitter/Vine and blogging but may not know how to put these tools to use for business success. This course acts as a practical guide for photographers to get online and embrace social networking efficiently and effectively.

VID 325 EDITING TECHNIQUES
This course examines visual storytelling techniques and tools of video editing. Students will dissect editing styles, experiment with video projects and learn terms and tricks. The overall pacing of scenes and sequences will be discussed, as well as the importance of drawing visual and timing cues from the story itself. Going beyond just the basics of storage, timelines, shot choices, inserts, montage, series of shots, transitions and fades, this course will examine how to draw an audience in and how to make an audience identify with the characters' perspectives for the sake of the overall scene and story arc.

Course Descriptions for Commercial Digital Photography (AOS)
PH 490 CAPSTONE PROJECT
This course is a culmination of a student’s four years of photographic study. Each student in this course will develop a portfolio of work in a specific area of interest to that student. Whatever area in which a student finds his/her interest to be strong can be used for this final project course. For example, if a student has decided that he/she wants to go into portrait photography, then this capstone project will consist of a portfolio of portrait photography. Each student in the class may be working in completely different areas (portrait, food, wedding, architecture, model fashion, etc.) depending upon which area each student has found an interest. All work in the final portfolio will be done during the student’s final semester.

IS 440 INDEPENDENT STUDY (FOR PHOTO AND VIDEO)
Independent study courses are individually designed to meet specific needs of students. They may vary from one to four semester hours of credit. They may be in any subject area that a student needs in order to complete degree requirements. Independent studies must be approved by a member of the faculty and by the vice president for academic affairs.

PR 450 PORTFOLIO AND RESUME PREPARATION
This course provides students who are about to graduate from the Bachelor Degree program in Commercial Photography with an opportunity to explore the presentation and interviewing techniques used to find employment. Positive self-image and goal setting concepts are reintroduced. Students are also expected to produce final work for their portfolio. Students must participate in a formal portfolio presentation of their work to the community and to their fellow students. They are given instructions in portfolio presentation and preparation of their own resume, both print and electronic, and cover letters.