



Bachelor of Graphic Arts (BGA) Commercial Photography

Educational Objectives

Many opportunities will present themselves to graduates of this BGA degree program. This is an exciting degree that attracts students from all over with its strong and diverse curriculum. These BGA graduates will be able to move smoothly into the corporate and business worlds as they use their photographic skills in the workplace. Also, if so inclined, they will be able to operate their own photography studios.

Graduates of this bachelor degree program will additionally have the opportunity to work in many creative areas. They could move into the videography field as a news, sports, special events or promotional videographer. The expertise gained in this program could certainly be utilized in the world of fashion and in wedding photography and videography.

This degree could lead to many different creative positions. With the development and refinement of broadband technologies and high-definition television, the broadcast marketplace is in the process of one of the most important changes in its history. With the number of specialty networks increasing and with all the changes happening in local news and information technologies, the need for qualified video professionals is constantly increasing. In addition, the need for specialty video professionals – those who create DVDs for weddings, anniversaries, government projects, sales events, social gatherings and others – is in high demand and increasing. As these markets continue to grow, creative professionals who supply quality recordings of the events will be in even greater demand, especially those who are able to work in the new, high-definition marketplace.

In addition to the real possibility that many graduates of the BGA in Digital Photography and Video degree program will go into business for themselves, there are numerous employment opportunities in the marketplace. These include positions such as news videographer, sports videographer, promotion videographer, special events videographer, producer, studio photographer, wedding photographer, advertising photographer, digital imaging and video editor.

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

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 Commercial Photography preparing them for entry-level and advanced-level work in the photography field.

Course Number	Course Title	Credit Hours
GENERAL EDUCATION COURSES		
SS 104	SUCCESS STRATEGIES	4
PL 103	PHILOSOPHY	4
PS 108	PSYCHOLOGY	4
MTH 300	CONTEMPORARY MATH	3
HWC 301	HISTORY OF WESTERN CIVILIZATION	4
ES 300	EARTH SCIENCES: THE HUMAN ENVIRONMENT	3
LIT 211	LITERATURE	4
EN 270	ENGLISH	4
EN 280	ENGLISH: WRITTEN AND ORAL COMMUNICATION	3
COURSES OF MAJOR		
PH 101	INTRODUCTION TO PHOTOGRAPHY	3
DC 102	DESIGN COMPOSITION	3
PH 103	ADOBE LIGHTROOM	3
VPP 120	VISUAL PRINCIPLES OF PHOTOGRAPHY	3
SLT 130	STUDIO LIGHTING TECHNIQUES	3
APSP 140	ADOBE PHOTOSHOP	3
PH 201	PORTRAIT PHOTOGRAPHY	3
DP 104	DIGITAL PHOTOGRAPHY	3
LLT 110	LOCATION LIGHTING TECHNIQUES	3
PH 215	PHOTOGRAPHY IN POPULAR CULTURE	3
MFP 220	MODEL FASHION PHOTOGRAPHY	3
ADP 240	ADVANCED DIGITAL PHOTOGRAPHY	3
PH 270	THE BUSINESS OF PHOTOGRAPHY I	3
WE 205	WEDDING EVENTS	3
PH 230	ADVANCED LIGHTING	3
SP 208	SPORTS PHOTOGRAPHY	3
PJ 209	PHOTOJOURNALISM	3
PH 280	THE BUSINESS OF PHOTOGRAPHY II	3
PH 285	ONLINE MARKETING	3
PH 210	COMMERCIAL ADVERTISING	3
PH 290	ADVANCED COMMERCIAL ADVERTISING	3
VID 301	INTRO TO VIDEO AND FILM	3
PH 310	FOOD PHOTOGRAPHY	3
PH 350	ADVANCED IMAGE PROCESSING	3
PH 330	ARCHITECTURAL PHOTOGRAPHY	3
PH 340	LANDSCAPE PHOTOGRAPHY	3
PH 380	DIY PHOTOGRAPHY	3
VID 325	EDITING TECHNIQUES	3
PH 420	CONCERTS AND SPECIAL EVENTS PHOTOGRAPHY	3
PH 450	TRAVEL PHOTOGRAPHY TECHNIQUES	3
PH 480	FINE ART PHOTOGRAPHY	3
VID 330	AUDIO TECHNIQUES	3
VID 460	CAPSTONE PROJECT	3
IS 440	INDEPENDENT STUDY (Optional)	1-4
BUS 450	PORTFOLIO AND PROMOTION	3
Total Credit Hours		135



Course Descriptions (BGA) for Commercial Photography

General Education Courses

EN 280 ENGLISH: WRITTEN AND ORAL COMMUNICATION

This course is designed to provide the student with instruction in two major areas of the English language – writing skills and oral communication skills. Writing techniques using correct English grammar will be emphasized and will be applicable for different environments including corporate, business and professional settings. A variety of public speaking techniques will also be taught. The student will learn what is appropriate for each situation in which, as a professional artist, he might find himself.

PL 103 PHILOSOPHY

This course examines creative issues and thinkers in the philosophical tradition. The course will be a combination of lecture and discussion and will focus on questions from four main areas of philosophy: metaphysics, epistemology, ethics and aesthetics.

PS 108 PSYCHOLOGY

This is a survey course of the science of psychology. It covers the key terms of most of the psychological concepts from brain biology to abnormal, motivational and developmental psychology. This course surveys a broad field of study. A study of the thinking and research behind various fields of psychology will lead to a discussion of how each field applies to human events in the everyday lives of people. An examination of how psychology also applies to advertising, graphic arts, illustration and photography will be made.

MTH 300 CONTEMPORARY MATH

Students will examine common uses of mathematics in everyday life. This course will also focus upon mathematical applications involving choice, voting systems, routing and networks, project scheduling, descriptive and inferential statistics, and probability.

AH 212 ART HISTORY/APPRECIATION

This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations, outside reading as well as reading the assigned class textbook. The students in this course are taught art appreciation, art history, terminology, artists and art styles and the characteristics that distinguish individual artists and styles. At the conclusion of this course students are expected to be able to identify different art works and then name the period, the style, its characteristics, influences and the artist.

HWC 301 HISTORY OF WESTERN CIVILIZATION

This course presents students with a survey of Western Civilization from the ancient world to contemporary culture. Through discussion and appreciation of historical works, students will draw connections between the origins and influences of Western Civilization, as well as an understanding of its role in shaping cultures.

ES 300 EARTH SCIENCES: THE HUMAN ENVIRONMENT

This GE requirement was established, in part, because of the potent influence of science on society. Therefore, a major objective of this course is to help develop an understanding of the nature of science, including its philosophical basis, power and limitations. The content of the course is centered on life and its relationship to the environment.

LIT 211 LITERATURE

This class is designed to enhance the student's understanding and exposure to literature. Readings will come from the PDF files on Moodle as well as from handouts from the instructor. A novel reading is required and each student will read and analyze a different novel from a list provided by the instructor. Readings from different genres and cultures will include short stories, poetry and drama. Essays to analyze the readings are the method of assessment as well as tests over the readings and background materials.

EN 270 ENGLISH

This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these can add points to the grade). A resume and a cover letter are a separate part of the writing. A research paper is required and must have the correct documentation and analysis format. Professional presentation of final portfolio is required for completion of this course.

SS 104 SUCCESS STRATEGIES

Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills necessary to succeed as commercial artists. Life enhancing principles are also a major aspect of this course.



Course Descriptions for Commercial Photography (BGA)

Courses of Major

PH 101 INTRODUCTION TO PHOTOGRAPHY

Introduction to photography will focus on learning and building the photography skills necessary to complete a variety of technical assignments revolving around nature and wildlife. Students will learn how to utilize the main functions of a digital camera in order to make accurate exposures. They will also learn the correct terminology and equipment associated with basic photography. This course is designed to build each student's confidence when using their camera to complete challenging assignments. Introduction to photography will give students a solid foundation that will be used throughout their photography degree program. Shooting assignments for this course will primarily consist of nature photography concepts using available light. Use of tripods, meters and lenses will be taught on field trips with an emphasis on basic color control, composition and exposure.

DC 102 DESIGN COMPOSITION

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

PH 103 ADOBE LIGHTROOM

In this course, students will be introduced to the Macintosh computer. Comparisons between the Macintosh and PC environments will be discussed in order to help those who are used to working with the PC become comfortable in the Mac environment. Students will learn how to work with the system, with an emphasis on 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 be introduced to and begin to use Adobe Lightroom to organize their workflow and develop their photographs using camera raw files. Emphasis will be placed on acquiring a proficiency with camera raw processing for correct white balance, tonal range, noise reduction and sharpening.

VPP 120 VISUAL PRINCIPLES OF PHOTOGRAPHY

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

SLT 130 STUDIO LIGHTING TECHNIQUES

This course is a studio and lighting class covering the basic fundamentals of various types of lighting. It includes different lighting systems that will demonstrate studio techniques for portrait, tabletop and still life photography. This class will give the students an understanding of how to work in the studio to achieve hard light and soft light using different types of light modifiers including the use of reflectors, soft boxes, umbrellas, grids, snoots and various other lighting accessories.

APSP 140 ADOBE PHOTOSHOP

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.

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 study the elements of portraiture: pose, gesture and composition and will learn how they work together to make the difference between a good photograph and great photograph.

DP 104 DIGITAL PHOTOGRAPHY

This course is primarily a shooting course. Students are expected to shoot hundreds of images improving their techniques and skills as they progress through the course. Some of the images students produce may be of

Course Descriptions for Commercial Photography (BGA)

portfolio quality. Additional topics 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

This is 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. Students will learn about color temperatures and ways to color- balance with the use of color correcting gels and filters. Techniques of controlling, shaping, moving and enhancing natural light will be learned.

PH 215 PHOTOGRAPHY IN POPULAR CULTURE

A comprehensive introduction to mass communication including a critical look at culture and a thorough discussion of how media technologies develop, operate and affect our society. The course focuses on key media issues confronting each sector of the media industry, encouraging students to think critically and analyze issues related to specific media.

MFP 220 MODEL FASHION PHOTOGRAPHY

Color and B&W photographs will be used to showcase professional models. The use of studio lights and natural light with modifications such as reflectors and on camera flash will be combined to produce images for commercial applications. Head shots, ¾ length and full-length images will be produced.

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 speed lights 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 Photoshop and Adobe Camera Raw; and, focus stacking using Zerene Stacker.

BUS 270 THE BUSINESS OF PHOTOGRAPHY I

The Business of Photography I is a course designed to introduce the student to the concepts of running a professional photography business. Students will be introduced to the connection between theoretical knowledge and actual application of these concepts as it relates to their own business. Marketing, advertising and sales techniques that have been successful for professional photographers will be explored.

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, outdoor facilities and other wedding locations.

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 how to use professional lighting equipment (including the use of location lighting that requires generator usage) at indoor and outdoor events. In addition, students will learn non-standard lighting schemes that will enable them to shoot in difficult or unusual situations.

SP 208 SPORTS PHOTOGRAPHY

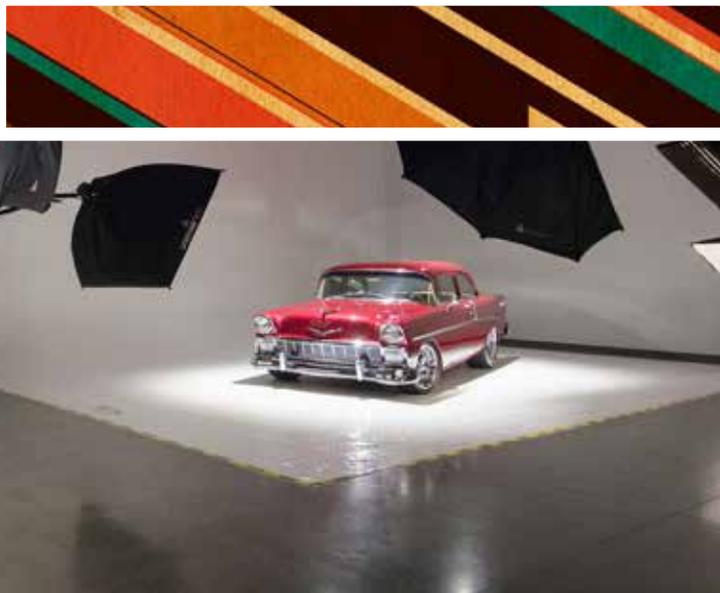
This course introduces students to the fast-paced world of sports photography. Camera techniques, lighting, subject material, query letters and publication rights will be covered.

PJ 209 PHOTOJOURNALISM

The aim of this course is to advance the student's skills in visual communications through the use of photography in single images, stories or videos. Communication is the ultimate aim of photography and better communication skills make better photographers. Students will be expected to produce single images and stories on their own time for critique in the classroom and through that critique to improve their communication skills. 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. Whenever possible students will be given assignments to shoot for various school outlets and credited for completed assignments.

BUS 280 THE BUSINESS OF PHOTOGRAPHY II

This course will explore all the aspects of creating and managing a photography studio, as well as providing guidelines for being a successful independent contractor. A viable business plan will be produced.



Course Descriptions for Commercial Photography (BGA)

BUS 285 ONLINE MARKETING

It's no secret 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, Twitter 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.

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.

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.

VID 301 INTRO TO VIDEO AND FILM

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 310 FOOD PHOTOGRAPHY

In this course students will learn the basics involved in food photography. This will include the fundamentals of lighting food as well as prop shopping, set building, basic food preparation and post work involved in food photography.

PH 350 ADVANCED IMAGE PROCESSING

This course teaches students how to work with the advanced and emerging features of Adobe Photoshop. Building upon what was learned in the prerequisites APSP140 and ADP240, Advanced Image Processing will delve deeper into the technical aspects of image developing and manipulation and will address new Photoshop features as they become available.

PH 330 ARCHITECTURAL PHOTOGRAPHY

During this course, students will learn techniques of taking structural images of both the inside and outside of a wide variety of homes and commercial buildings. Historical as well as modern architecture will be explored. How to best reveal the purposes and functions of interior design will be an integral aspect of this course.

PH 340 LANDSCAPE PHOTOGRAPHY

There are many commercial uses for landscape photography and this course will explore those uses. For example, resorts, golf courses, retreats, state and national parks, residential subdivisions and inner-city hotels all use landscape photography for their brochures and promotional advertising. Landscape photography is frequently used on mass produced calendars, note cards, greeting cards and posters. Through this course, photography students will learn special techniques for getting the best images of selected sites that can then be used for landscape purposes.

PH 380 DIY PHOTOGRAPHY

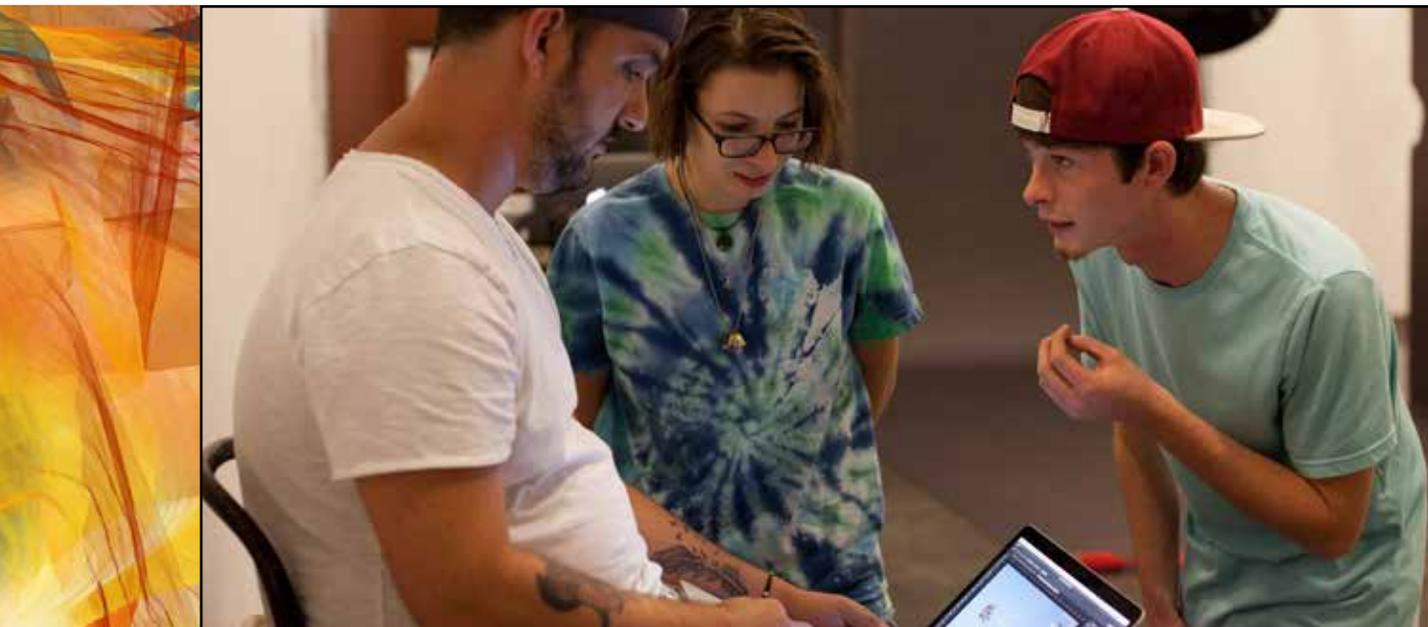
DIY Photography is a course designed to teach students an economical approach to photography and photographic lighting. Students will explore resourceful techniques contributing to their personal style as a commercial photographer. Throughout the course, students will learn how to make the most out of the equipment they have, repurpose disregarded objects and turn them into practical and useful tools. Students will discover solutions by thinking outside the box.

VID 325 EDITING TECHNIQUES

This course will examine the 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.

PH 420 CONCERTS AND SPECIAL EVENTS PHOTOGRAPHY

This course is a study of event and concert photography. Emphasis will be given on how to capture moments in events, whether it's some type of social gathering or a concert. Technical as well as conceptual skill will be taught. Students will become proficient in on-camera flash usage.



Course Descriptions for Commercial Photography (BGA)

PH 450 TRAVEL PHOTOGRAPHY TECHNIQUES

Travel Photography Techniques will prepare each student with specific skills to photograph scenes from around the globe and bring them home. Students will not be traveling around the world but assignments will prepare students for any travel photography assignment. The course will use Nashville and surrounding areas as demonstration targets for the techniques that will be taught.

PH 480 FINE ART PHOTOGRAPHY

By the time each photography student has reached the senior year of this program, they should have developed their own photographic style. This course is designed to give each student the freedom to shoot, in that style, images that could be considered fine art. This course is an opportunity to explore and develop each student's artistic and creative side.

VID 330 AUDIO TECHNIQUES

Students will learn basic audio recording, mixing and editing techniques for video production using industry hardware and editing software. Using various recording and editing exercises, students will get hands-on training exploring the technical and theoretical aspects of audio engineering.

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 course will consist of a portfolio of professional quality portrait photography. Each student in the class may be working in completely different areas (portrait, food, wedding, architecture, model fashion, product, 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 and will be done specifically for this course. Regardless of what area the student chooses for this portfolio, all the work in the final portfolio is expected to be at a professional level.

IS 440 INDEPENDENT STUDY (OPTIONAL)

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 a student needs in order to complete degree requirements. Independent study courses must be approved by a member of the faculty and by the Vice President for Academic Affairs.

BUS 450 PORTFOLIO AND PROMOTION

This course provides students who are about to graduate from a Bachelor Degree program 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 camera ready art 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 letter.

