

Los Medanos College Narrative for the Certificate of Achievement in Photography

The certificate program in Photography addresses a valid *transfer* purpose: students transferring to CSU's will be completing 3 courses required for lower division preparation for a studio art major. They can complete this certificate on their way to completing an AAT-Studio Arts, or as a nested program inside of an AA in Art at LMC. In addition, this certificate can provide *workforce preparation* experience with students that from the workforce searching for either short unit certificate for upskilling or a certificate that can reflect an emphasis on photography. The second application provides an offering for a short unit certificate to upskill for employment (for positions that utilize photography in the workplace). Also, this certificate program can provide an achievable experience for populations who wish to finish a program in a relatively short time relative to the 60 unit Certificate of Achievement in Graphic Communication. Populations that are completing with the regular Certificate of Achievement in Graphic Communication could complete the certificate without holding an emphasis

Rationale:

Graphic Design is a growing field, but in the current climate it is often blended with other positions. In order for graphic designers to stand out in the application process, they need to have cross-training in other fields, such as photography, film, computer programming, or animation. A Certificate of Achievement in Photography will pair well with the existing degree program in Graphic Communications and show potential employers that the candidate has already been formally trained in an area outside of Graphic Design.

On the recommendation from the CTE committee that we add short certificate programs within the art department so that working people can return to school for an "upskill," this certificate program would fit that description precisely for working individuals who need or desire extra training in photography.

2. Catalog Description: The Certificate of Achievement in Photography is designed to prepare students for transfer into commercial art, graphic design, or the fine arts fields, such as the Photography BA at SFSU, or the Graphic Design BA at SJSU. The certificate is designed to help you be able to show an emphasis in photography that may not be reflected in your Certificate of Achievement in Graphic Communications, AA, or transfer degree. This program can empower you to develop your artistic vision through photography and with three courses, you can complete this certificate and have it to show potential employers or transfer institutions in 1-2 years.

Program Requirements:

ART-072 Introduction to Digital Photography (3 Units)

ART-074 Photo II: Developing a Personal Vision (3 Units)

ART-019 History of Photography (3 Units)

Total: 9 Units

There are no prerequisite skills or enrollment limitations for this program, all the listed courses are introductory level.

Program-Level Student Learning Outcomes (PSLOs):

1. Demonstrate appropriate graphic design and computer studio practices.
2. Present, explain and justify their graphic design solutions using the vocabulary of art and design.
3. Research and use examples of historical and cultural products to inform their creative process in graphic design.

3. Program Requirements –

Fall-Year 1

ART-072 (Intro)

Spring-Year 1

ART-019 (History of Photography)

Fall-Year 2

ART-074 (Photo II)

Spring-Year 2

N/A

5. Enrollment and Completer Projections –

Projected number of students in the program*:

Fall-Year 1: 2 ; Spring – Year 1: 2

Fall-Year 2: 3 ; Spring – Year 2: 3

* Unduplicated total headcount in program-specific courses.

This is not a new CTE program, it falls under the existing CTE program of Graphic Communications.

LMI Information – Graphic Communications and Photography

Demand-Tool_June2021 (2) - Excel

2018-2028 Occupational Projections							Clear Filters:		
SOC Code	Occupational Title	Entry Level Educatio	2018 Jobs	2018-2028 Total Job Openings	Annual Job Openings	Average Annual Earnings	Narrow search results using Steps 1-3. See Interpreting the Data tab for further detail		
27-3099	Media and Communication Workers, All Other	High school diploma or equivalent	880	1,040	104	\$65,265	Step 1: Region (Select o...)	Step 2: Subregion (Select...)	Step 3: Counties
27-4011	Audio and Video Equipment Technicians	Postsecondary non-degree award	2,000	2,660	266	\$64,990	Bay Area	Oakland-Hayward-Berkeley Me...	Alameda and Contr...
27-4021	Photographers	High school diploma or equivalent	2,300	2,000	200	\$43,240	California	San Francisco-Redwood City...	San Francisco and...
Total			5,180	5,700	570	\$55,747	Central	Vallejo-Fairfield Metropolitan S...	Solano

Data reflects Contra Costa, Alameda, Solano, San Francisco, and San Mateo Counties combined.

Los Medanos College does not normally consider San Mateo County when evaluating labor market data but it cannot be disaggregated from San Francisco County in this tool.

Supply_2022-to-share - Excel

TOP6 - Program Title	2018 -19	2019 -20	2020 -21	Latest 3 Yr Avg	Regions	Economic Subregions	County
101100 - Photography (not a CTE discipline)			4	1	Bay	East Bay	Alameda
Diablo Valley	-	-	-	0		Mid-Peninsula	Contra Costa
Las Positas	1	-	-	0		North Bay	Napa
San Francisco	3	7	-	3			San Francisco
San Mateo	2	3	1	2			San Mateo
101100 - Photography (not a CTE discipline) Total	6	10	5	7			
101200 - Applied Photography (designated CTE discipline)							
Chabot Hayward	4	2	2	3			
Laney	2	6	8	5			
Las Positas	-	1	-	0			
Ohlone	-	2	6	3			
San Francisco	19	74	31	41			
Solano	6	3	9	6			
101200 - Applied Photography (designated CTE discipline) Total	31	88	56	58			
Grand Total	37	98	61	65			

Data reflects Contra Costa, Alameda, Solano, San Francisco, and San Mateo Counties combined.

Los Medanos College does not normally consider San Mateo County when evaluating labor market data but it cannot be disaggregated from San Francisco County in the Demand tool. It is included here to allow direct comparison of Supply and Demand. The 3-Year Average Grand Total without San Mateo County is 63 awards.

Additional Materials available as

Occupation_Overview_3_Arts_Design_Entertainment_Sports_and_Media_Occupations_in_4_California_Counties_4466.pdf

and

Occupation_Table_3_Arts_Design_Entertainment_Sports_and_Media_Occupations_in_4_California_Counties_839.xls