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 programing, 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

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Additional Materials available as

Occupation_Overview_3_Arts_Design_Entertainment_Sports_and_Media_Occupations_in_4_California _Counties_4466.pdf

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