

Program Exit Competencies

Upon completion of this program, the students should be able to:

Technical

- Use and manage computer hardware peripherals for input, output and storage
- Identify photographic tools and their purpose
- Use light measuring devices
- Demonstrate proficiency with major professional capture formats
- Implement lighting techniques for all forms of capture
- Demonstrate lighting skills in the studio and on location
- Design a lighting plot using the principles of three-point lighting
- Apply color management to capture and output devices
- Demonstrate proficiency with raster-imaging software for image manipulation and output
- Demonstrate proficiency with HTML and motion software for webpage design
- Create an effective digital workflow
- Define and apply design-related terminology

Program Outcome Assessment for Technical

Students can produce a portfolio of original work for current media and multiple platforms, demonstrating industry standards.

Professional Development

- Demonstrate effective communication skills
- Demonstrate effective listening skills
- Demonstrate the ability to generate ideas
- Demonstrate creative problem solving
- Meet deadlines on all projects
- Apply time-management skills
- Work effectively in a team environment
- Participate in collaborative work
- Exhibit a customer-centered attitude
- Demonstrate ethical behavior in a business environment
- Develop a professional work ethic
- Exhibit professional passion
- Describe the characteristics of a successful industry professional
- Conduct research related to the job search and career development, using a variety of resources
- Act in a professional manner appropriate to the work environment

Program Outcome Assessment for Professional Development

Students can demonstrate career-enhancing skills reflective of industry standards including personal motivation and ethical practices.

Art, Society, and Culture

- Develop a framework of reference for personal work

- Acquire an appreciation of the history of art and photography
- Develop an understanding of modern critical thought and the effects of photography on society and culture
- Analyze images to determine positive and negative attributes

Program Outcome Assessment for Art, Society, and Culture

Students can place themselves and their work within a historical and cultural context.

Critical Thinking

- Demonstrate intellectual curiosity
- Identify and define a concept
- Recognize various research tools and how to use them
- Brainstorm ideas
- Define and enrich a concept using the results of a problem solving process
- Produce ideas that show a variety of possibilities or realms of thought

Program Outcome Assessment for Critical Thinking

Students using problem-solving processes can define and enhance concepts.

Business and Entrepreneurship

- Create a business plan
- Identify and apply basic concepts of running a business
- Recognize basic business law concepts
- Manage human resources
- Integrate business into every project as a major component
- Select and apply various management strategies in business situations
- Apply basic business principles to the creation and maintenance of a business
- Apply legal principles to the formation, operation, and termination of sole proprietorships, partnerships, and corporations
- Explore the opportunity and the operation of a freelance business
- Develop a code of business and personal ethics

Program Outcome Assessment for Business and Entrepreneurship

Students can utilize a business model in order to enhance their ability to succeed in the industry.

Creative

- Exhibit conviction and commitment to quality in all work
- Select and identify appropriate visual design elements
- Produce visually compelling photographs
- Communicate ideas through imaging
- Apply technical skills in a creative way
- Apply technical and creative skills in a professional setting
- Demonstrate creativity on demand
- Develop a personal style and vision
- Author innovative concepts

- Distinguish the relative aspects of color perception as they apply to solving design problems
- Articulate and solve basic problems of form and function
- Demonstrate basic drawing skills
- Solve problems in 2-D design
- Generate technically accurate drawings using perspective

Program Outcome Assessment for Creative

Students can produce visually compelling imagery reflective of their personal styles and visions.

Marketing

- Communicate ideas in writing
- Identify and adapt to current market and trends
- Create a marketing plan
- Execute concepts to multiple platforms

Program Outcome Assessment for Marketing

Students can conceptualize, plan and implement marketing strategies for success in business.