Continuous Improvement Plan (CIP) Documentation

Date: July 10, 2014 **Name of Administrative or Educational Support Unit:** Commercial Photography – AAS and Certificate

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Mission:

Collin College Photography Programs strive to prepare students for placement into the commercial photography work field. After completion of the AAS commercial photography degree or commercial photography certificate a student will be prepared in a variety of commercial shooting styles, natural, studio, and location lighting, management of a commercial studio, assisting professionals photographers, art directors, and stylists and be prepared to freelance and/or start an independent photography practice.

PART I: Might not change from year to year

A. Outcomes(s) Results expected in this department/program	**B. Measure(s)** The instrument or process used to measure results	**C. Target(s)** The level of success expected
1. The student will demonstrate an understanding of photographic technique including manual camera operation, exposure and lighting.	Projects and Portfolio demonstrate knowledge and proper selection of photographic techniques. Measures based on the Commercial Photography Grading Rubric developed by commercial photography program.	Passing 75% or greater Evaluated by the instructor based on professional practices and standards
2. The student will be able to recognize, analyze and respond critically to contemporary and historical photographic art.	Measured by discussions of the arts as a vehicle of expression of social and cultural values through creative thinking and problem solving. Measures based on the Commercial Photography Grading Rubric developed by commercial photography program.	Passing 75% or greater Evaluated by the instructor based on professional practices and standards
3. The student will develop an understanding of professional photographic practices relating to commercial photography work.	Creative and original projects demonstrating an understanding of the audience and the expectations. Measures based on the Commercial Photography Grading Rubric developed by commercial photography program.	Passing 75% or greater Evaluated by the instructor based on professional practices and standards
4. The student will demonstrate an understanding of concept development.	Measured by a cohesive and comprehensive theme-based project using a series of images. Measures based on the Commercial Photography Grading Rubric developed by commercial photography program.	Passing 75% or greater Evaluated by the instructor based on professional practices and standards