**Assessment Plan**

**for Workforce and FOS Programs**

**Program/Track Name:** Commercial Photography

**Description of Program-Level Learning Outcomes**

Please indicate the Program Learning Outcomes for the degree, degree track, or certificate below:

|  |  |
| --- | --- |
| Program-Level Learning Outcomes | |
| Program Learning Outcome 1: | Demonstrate photographic techniques equal to the industry standards and trends, including camera operation, software application, studio management skills, printing, lighting and social media techniques. |
| Program Learning Outcome 2: | Recognize, analyze and respond critically to contemporary and historical photographic art. |
| Program Learning Outcome 3: | Examine opportunities in the professional community. |
| Program Learning Outcome 4: | Develop a portfolio or photographic work reflecting the student’s strengths and capabilities. |
| Program Learning Outcome 5: |  |
| Program Learning Outcome 6: |  |
| Program Learning Outcome 7: |  |
| Program Learning Outcome 8: |  |

**Section I: Technical Courses**

For **all technical courses** in the program, indicate in the table on the following page whether and/or how the course will support the program learning outcomes. You should include courses outside your discipline area and work collaboratively with those disciplines to determine whether and/or how those course(s) will support the program learning outcomes. **Please note** that it is understandable if courses from outside the discipline do not assess the program-level learning outcomes and serve only to introduce, practice and/or emphasize the program outcomes. It is also possible that technical courses outside of your discipline may not directly support the specific program-level learning outcomes you have identified.

***How to complete the program map:***

For each technical course in your program, please indicate whether any program-level learning outcome is introduced to students (I), practiced by students (P), emphasized for students (E), or formally assessed (A).

For example, if course WXYZ 1234 introduces students to one of the program outcomes, then enter “I” for that specific program outcome in the appropriate column. Please note that a course can be “I”, “P”, “E” and/or “A” in any program outcome. The labels in the following table apply SOLELY to the program level learning outcomes defined above. (It is NOT necessary for every course to address a program level learning outcome, and it is NOT necessary that Assessment or program level learning outcomes occur in every course.)

**Program Map ▼**

I=Introduced P=Practiced E=Emphasized A=Assessed

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Program Courses | Program Learning Outcome 1  The student will demonstrate an understanding of photographic techniques equal to the industry standards and trends, including camera operation, software application, studio management, printing, lighting and social media. | Program Learning Outcome 2  The student will be able to recognize, analyze and respond critically to contemporary and historical photographic art. | Program Learning Outcome 3  Examine opportunities in the professional community. | Program Learning Outcome 4  Develop a portfolio or photographic work reflecting the student’s strengths and capabilities. |
| ARTS 1313  Foundations of Art |  | A, I, P, E |  |  |
| ARTS 2348  Digital Media | A, I, P | P |  | P, E |
| PHTC 1371  Book, Design & Presentation |  | P | P | P, E |
| PHTC 2340 Studio Management | A, P, E |  | A, P, E |  |
| PHTC 1300  Photo Digital Imaging I | P, E, I | P | P, E | P, E |
| PHTC 1353  Portraiture I | A, I, P, E | P | P, E |  |
| PHTC 2331  Architectural Photography | P, E | P | P, E | P, E |
| ARTS 2356 Photography I | I, P | P |  | P, E |
| PHTC 1343 Expressive |  | P |  | P, E |
|  |  |  |  |  |
| PHTC 1341 Color Photography I | P, E | P |  | P, E |
| PHTC 2349 Photo Digital Imaging II | P, E, I | P | P, E | P, E |
| PHTC 2371 Video for Photographer | P, E | P |  | P, E |
| PHTC 1347 Landscape Photo | P, E | P |  | P, E |
| PHTC 1351 Photojournalism | P, E | P | P, E | P, E |
| PHTC 2342 Fashion Photo | P, E | P | P, E | P, E |
| PHTC 1345 Illustrative | P, E | P | P, E | P, E |
| PHTC 2343 Portfolio Development | P, E |  | P, E | P, A |
| PHTC 2353 Portraiture II | P, E | P | P, E | P, E |
| PHTC 2380 Co-op |  |  | P, E |  |
| **PHTC 1311 Fundamentals of Photography** | A, I, P | P |  | P, E |
| PHTC 2308, Wedding Photography | P, E, A, I | P | P, E | P, E |

**Assessment Plan for Program Learning Outcomes**

Review existing assessment methods and current practices for collecting/gathering student data to identify direct (and possibly indirect methods of assessment). Remember that the data will need to be gathered, analyzed, and used to support the program’s continuous improvement processes.

**Note:** Because courses from other disciplines already have assessment plans in place, they do not have to be included in this assessment plan. Nonetheless, proposers must work collaboratively with these other disciplines to stay current and up to date with the assessment plans in these courses.

|  |  |  |
| --- | --- | --- |
| Program-Level Learning Outcome (e.g., Students will describe the impact of various cultures on American cuisine.) | Assessment Measure(s) and Where Implemented in Curriculum – Description of Instrument(s)/ process(es) used to measure results and indication of where the assessment will be collected in curriculum. (e.g., Essay on Cultural influences on American cuisine in CUIS 1300.) | Targets- Level of Success Expected  (e.g., 80% of students score 2.5 or better on rubric for essays on cultures and cuisine.) |
| PLO #1  Demonstrate photographic techniques including camera operation, software application, studio management, printing, and lighting. | **Skill evaluated**: camera operation, software application, & printing  **Instrument used for evaluation**: Final Portfolio of work & Final Exam Question Numbers.  Final Exam Question Numbers  Camera operations Question #1, 2, 3, 4, 7, 8, 9, 10, 11, 13, 14, 15, 16, 17, 19  Software application Question #6, 12, 18  Printing Question #5  **Course**: PHTC 1311 Fundamentals of Photography  **Course Offering**: Every semester  **Frequency**: The exam is offered once a semester, towards the end of the course.  **Skill evaluated**: Studio Management  **Instrument used for evaluation**: Notebook  **Course**: PHTC 2340 Studio Management  **Course Offering**: Every semester  **Frequency**: The Notebook is submitted once at the end of the course  **Skill evaluated**: Lighting  **Instrument used for evaluation**: Written Final and Assignment. Skilled test of the four basic lighting patterns for portrait.  Butterfly, Rembrandt, Split and Rim.  Written final drawing the 4 lighting patterns with 20+ questions including light ratios, other lighting patterns - high key, low key for example and camera fundamentals.  Assignment, “Four Basic Lighting Patterns”  **Course**: PHTC 1353 Portraiture I  **Course Offering**: every semester  **Frequency**: Final exam is held once in the semester, towards the end of the course. Assignment, “Four Basic Lighting Patterns” Part 1 is offered at midterm and Part 2 is offered at the end of the course.  **Skill evaluated**: Social Media  **Instrument used for evaluation**: Final Review of Social Media Assignment (complete or incomplete)  **Course**: PHTC 2340 Studio Management  **Course Offering**: Every semester  **Frequency**: Once at the end of the semester | 75% of students score 75 points or better on the Final Exam.  75% of students score 75 points or better on the Notebook  75% of students score 75 points or better on the Final Exam and the Assignment, “Four Basic Lighting Patterns”  75% of students score Complete on Final Review of Social Media Assignment |
| PLO #2  Recognize, analyze and respond critically to contemporary and historical photographic art. | **Skill:**  **Instrument used for evaluation**: Midterm Exam Questions: 1-50 & Final Exam Questions: 1-50  **Course**: ARTS 1313, Foundations of Art  **Course Offering**: Every semester  **Frequency**: The Midterm Exam is offered in the middle of the semester and the Final Exam is offered at the end of the course. | 60% of students score 75 points or better on the Final Exam. |
| PLO #3  Examine opportunities in the professional community. | **Skill:**  **Instrument used for evaluation**: Notebook documenting interviews with professionals working in various roles of the commercial photography field.  **Course**: PHTC 2343 Portfolio Development  **Course Offering**: Every Spring Semester  **Frequency**: The Notebook is submitted once at the end of the course | 75% of students score 75 points or better on the Notebook. |
| PLO #4  Develop a portfolio or photographic work reflecting the student’s strengths and capabilities. | **Skill**:  **Instrument used for evaluation:** Portfolio of Photographs and Interview with Professionals from the Commercial Photography Field.  **Course**: PHTC 2343 Portfolio Development  **Course Offering:** Every Spring Semester  **Frequency**: Portfolio review and professional interviews are offered at the end of the course. | 75% of students scored 75 points or better on the Portfolio of Photographs and the Interview. |
| PLO #5 |  |  |
| PLO #6 |  |  |
| PLO #7 |  |  |
| PLO #8 |  |  |