**Date:** January 30, 2014 **Name of Administrative or Educational Support Unit:** Commercial Photography – AAS and Certificate

**Contact name:** Elizabeth Mellott **Contact email:** EMellott@Collin.edu **Contact phone:** 972-881-5907 **Office Location:** I203

**Mission:**

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| Collin College Photography Programs strives 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 |
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| 1. The student will demonstrate an understanding of photographic technique including manual camera operation, exposure and lighting. | Measured by a cohesive and comprehensive portfolio. | 90% |
| 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.  | 90% |
| 3. The student will develop an understanding of professional photographic practices relating to commercial photography work. | Measured by a cohesive and comprehensive portfolio. | 90% |
| 4. The student will demonstrate an understanding of concept development. | Measured by a cohesive and comprehensive portfolio. | 90% |

**PART II: For academic year 2011-2012**

**From Part I**

| A. Outcomes(s)Results expected in this department/program | D. Action PlanYears 5 & 2Based on analysis of previous assessment, create an action plan and include it here in the row of the outcomes(s) it addresses. | E. Implement Action PlanYears 1 & 3Implement the action plan and collect data | F. Data Results SummaryYears 2 & 4Summarize the data collected | G. FindingsYears 2 & 4What does data say about outcome? |
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| 1. The student will demonstrate an understanding of photographic technique including manual camera operation, exposure and lighting.

Preferomance met. Students demonstrared a knowledge of photographic techniques including manual camera operation, exposure and lighting. Lighting techniques were improved with the action plan. Students undertood more advanced techniques and a wider variety of techniques.  | Action plan 2011-2012Redesign of the courses and prerequisites for the commercial photography certificate and AAS. Portraiture I will now be the prerequisite for all advanced studio lighting courses. This action will designate one course (portraiture I) to demonstrate the foundation lighting techniques, allowing the advanced studio courses to cover more difficult and complex studio techniques | The action plan was implemented. The request was taken before CAB and approved, making portraiture I a prerequisite for Illustrative photography, Fashion photography, and Portraiture 2. All courses were redesigned allowing more advanced skills to be covered. Data was collected from Portraiture 1, Portraiture 2, Fashion photography, and illustrative Photography.  | Portraiture II: Input from our two faculty members indicate that the grounding in studio operation received in Portraiture I allowed them to go straight into location portraits and environmental descriptions. With set-up training complete a student can concentrate on compositional concepts without the clumsy equipment grapple common to their competition.Fashion Photography: Fashion, as the name implies, changes by the minute. Success in this competitive area requires a constant scrutiny of advertising trends, magazine image structure and cultural stylistic paradigm changes. Fashion teachers need students that are literate in basic studio operation so that they can began at the point of taste in images rather than technical stumbling. Illustrative Photography: Small product photography and advertising illustration demanded by top clients is an exacting and sometimes tedious endeavor. Specialized skills are needed and must be built upon a sound foundation of studio operation.  | The data supports the action plan and shows outcome was improved. All of the instructors have attested to the fact that our foundational Portrait I course supplies the need skills for a continued commutation of expertise. |
| 1. The student will be able to recognize, analyze and respond critically to contemporary and historical photographic art.

Performance met. Students are able able to recognize, analyze and respond critically to contemporary and historical photographic art. |  |  |  |  |
| 1. The student will develop an understanding of professional photographic practices relating to commercial photography work.

Performance partially met. Students understood a large portion of commercial photography aspects, yet there knowledge in the main software application Photoshop was below the desired results.  | Action plan year 2 (2014-2015). Redesign of digital photography I and digital photography II. Design the curriculum in digital photography I to be more of a building block for digital photography II. Digital I will focus on one software application (Photoshop) instead of a variety of applications. This will allow the course to go further in depth with Photoshop as the main tool. Digital photography II will now build on the skills and techniques and instructing even more advanced skills in Photoshop. The goal is for students to leave with an advanced skill set in one software application, Photoshop, instead of a brief knowledge of many different types of software applications.  |  |  |  |
| 1. The student will demonstrate an understanding of concept development.

Performance met. Students demonstrate an understanding of concept development. |  |  |  |  |