

Bakersfield College
Photography Certificate Proposal

Mission

Statement of Program Goals and Objectives

Program goals:

1. Prepare students for careers in photography, portrait photography, landscape photography, commercial photography
2. Connect with local industry professionals for advice and guidance;
3. Maintain a facility that meets industry standards
4. Provide courses that also fit into the local AA-T degree for students who plan to transfer.

Objectives

1. To provide a local program to prepare students for entry-level positions in photography related fields.
2. To introduce students to industry standard software, hardware, and techniques, principles and methods.
3. To provide a course sequence that develops student skills

Catalog Description

The program is designed to prepare students for entry-level positions in photography, portrait photography, landscape photography and commercial photography

The core learned disciplines are the principles of design, an understanding of the visual elements, exposure to art and design history, conceptual visual problem solving, and the production of a portfolio using industry-standard software and processes.

Upon completion of the following courses with at least a “C” grade in each course, a student will be awarded a Digital Arts Certificate of Achievement.

Program Requirements

Completion of the following courses with at least a “C” grade in each course, a student will be awarded a Digital Arts Certificate of Achievement.

ART B20 Digital Art I - Vector Art or ART B24 - Digital Art II	3 units
ART B16 Digital Photography	3 units
ART B17 BW Photography	3 units
ART B46 Advanced Photography I	3 units
ART B47 Advanced Photography II	3 units
ART B48 Advanced Photography III	3 units
Total	18 units

Background and Rationale

This 18 unit certificate was written in consultation with the Digital Arts Advisory Committee, and will provide a clear career pathway for students seeking entry level photography positions. The program allows students to complete it in 4 semesters, and the courses in the sequence are up to date.

There is currently no similar program in the service area.

Need

Enrollment and Completer Projections

In Spring 2013 semester there were 103 students enrolled in a digital arts - photography course (Art B16, 17, 46, 47, 48). We anticipate an increase in completers using the revised certificate.

Projected Annual Completers

15

Place of Program in Curriculum/Similar Programs

The Department is proposing a similar program in Graphic Design in the Art Department.

Similar Programs at Other Colleges in Service Area

There are no similar programs in the greater Bakersfield area.

Labor Market Information ("LMI" Data)

Job Market Analysis

Statistics from Bureau of Labor
Photographers, Kern County, 2010 - 2020
Estimated employment: 270
Projected: 310
Employment change: 40, % 14.8
Average annual openings: 7

Employer Survey

The Department has shared the plans for this certificate with the Digital Arts Advisory Committee, who are representatives of local employment sites. They have expressed approval for this certificate.

QUALITY

Display of Proposed Sequence

Semester 1: Art B16 and Art B17
Semester 2: Art B20 or Art B24 and B46
Semester 3: Art B47
Semester 4: Art B48

Required Courses

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ART B16 Digital Photography	3 units
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COMPLIANCE

Licensing or Accreditation Standards

Not applicable

1. Courses offered

A discussion was held regarding current course offerings for the past year.

2. Software and hardware upgrades

Using VTEA (Carl Perkins grant) funds and campus general funds, hardware and software will be upgraded in both labs this summer. We discussed the pros and cons of upgrading and the costs involved.

3. Career Pathways Open House

The Art Department participated in the Career Pathways Open House again this year. Over 300 high school students heard a presentation about the department and learned about our programs.

4. Website change<http://bcartdepartment.blogspot.com/>

5. Internships

Faculty discussed the BC internship program. The VTEA program has created a way to allow internships with local businesses. We have a number of students placed with local businesses. The feedback from both the students and the employers has been positive. If you know of a business that would be interested in hosting an internship, please contact one of us, and we'll get the process started.

6. Degrees and Certificates

2010/2011 was the Art Department's year for curriculum review. Every 6 years courses must be reviewed, re-written as needed, updated, etc... at all community colleges. Some changes have been made to the digital arts courses, including descriptions, numbering, and naming. Course sequences were created to help students succeed. Letters in support of the changes would be appreciated from the Advisory Board. The advisory group unanimously approved the change to the certificates, and several members promised to write letters of support.

7. Panorama 8 - The Critique Process

The Art Department met with area high school art and digital arts teachers on May 5 to discuss the critique process. This annual event is one of our outreach efforts to the high schools.

8. Videos

The program has participated in a video project initiated by two high school graphic arts teachers. Dan Binsfeld and advisory board member and alumni Alan Urquart filmed two students and a faculty member this past week. The Bakersfield College VTEA program is also working on a brief video project, and the digital arts area will also be involved in that production.