

## Program Information Report

**Broadcast, Communication, Visual, Digital & Fine Arts****Traditional Photography (CTPHOR)****Certificate****Program Effective Term: Fall 2023**

This certificate consists of courses that emphasize the tools, techniques, and workflows of the traditional B&W, film-based lab area. Study begins with digital camera operations and image-editing software, and then pivots to emphasize pathways of traditional photographic image construction methods.

<b>Major/Area Requirements</b>		<b>(13 credits)</b>
PHO 111	Photography I	4
PHO 122	Film and Darkroom Photography	3
PHO 210	Alternative Processes	3
PHO 211	Large Format Photography I	3

**Minimum Credits Required for the Program:****13**

**Washtenaw Community College**

**PROGRAM PROPOSAL FORM**

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p><b>Program Name:</b></p> <p><b>Division and Department:</b></p> <p><b>Type of Award:</b></p> <p><b>Effective Term/Year:</b></p> <p><b>Initiator:</b></p>	<p>Traditional Photography</p> <p>BCT DMAD</p> <p> <input type="checkbox"/> AA   <input type="checkbox"/> AS   <input type="checkbox"/> AAS  <input checked="" type="checkbox"/> Cert.   <input type="checkbox"/> Adv. Cert.   <input type="checkbox"/> Post-Assoc. Cert.   <input type="checkbox"/> Cert. of Comp.         </p> <p>Fall 2023</p> <p>Terry Abrams and Don Werthmann</p>	<p><b>Program Code:</b></p> <p>CTPHOR</p> <p><b>CIP Code:</b></p> <p>50.0605</p>
<p><b>Program Features</b> Program's purpose and its goals.</p> <p>Criteria for entry into the program, along with projected enrollment figures.</p> <p>Connection to other WCC programs, as well as accrediting agencies or professional organizations.</p> <p>Special features of the program.</p>	<ul style="list-style-type: none"> <li>• This certificate consists of four courses that are technology-specific which can strongly support student transfer to art schools and four-year institutions. Students learn traditional tools and techniques that emphasize various types of camera operations, and B&amp;W film and darkroom workflows encountered and practiced in industry.</li> <li>• Level 1 Prerequisite: Academic Reading and Writing Levels of 6.</li> <li>• Successful completion of this smaller certificate offers recognition and provides a tangible building block for students to continue through our programs.</li> </ul>	
<p><b>Need</b></p> <p>Need for the program with evidence to support the stated need.</p>	<p>In conjunction with our advisory committee, we identified a need for students to earn this credential within the larger scope of photography course offerings, and because program review statistics indicate that students in the Photo Program plan to transfer to four-year institutions.</p> <p>The 2021 Program Review statistics revealed a large number of students are enrolled in photography courses but not completing the existing certificate or degree. We hope that by providing more milestones along their journey, we can help motivate students to complete the larger credentials.</p> <p>The traditional technology and craft of photography is culturally significant as it connects students with image construction methods that differ significantly from digital imaging. The courses included in this smaller certificate offer specialization, depth of proficiencies and appreciation for film-based imagery that is valued for four-year art school transfers and prospective employers. As digital-imaging technology advances, the traditional tools of photography are revered, practiced, and taught widely as a higher art form.</p>	

<p><b>Program Outcomes/Assessment</b></p> <p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p><u>Outcomes</u></p> <p>1. Use manually adjustable cameras, B&amp;W film, and the traditional darkroom printing process to produce expressive photographs.</p> <p>2. Recognize camera controls used for swing, tilt or shift when photographing a variety of subject matter.</p>	<p><u>Assessment method</u></p> <p>1. Outcome-related portfolio</p> <p>2. Outcome-related exam questions</p>
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<p><b>Curriculum</b></p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p> <p>Associate degree programs must provide a semester by semester program layout.</p>	<p><b>PHO 111 Photography I — 4 Credits</b>  <b>PHO 122 Film and Darkroom Photography — 3 Credits</b>  <b>PHO 210 Alternative Processes — 3 Credits</b>  <b>PHO 211 Large Format Photography I — 3 Credits</b>  <b>Total: 13 Credits</b></p>
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<p><b>Budget</b></p> <p>Specify program costs in the following areas, per academic year:</p>		<b>START-UP COSTS</b>	<b>ONGOING COSTS</b>
	<b>Faculty</b>	\$ 0 .0	\$ .
	<b>Training/Travel</b>	.	.
	<b>Materials/Resources</b>	.	.
	<b>Facilities/Equipment</b>	.	.
	<b>Other</b>	.	.
		<b>TOTALS:</b>	<b>\$ 0 .</b>

<p><b>Program Description for Catalog and Web site</b></p>	<p>This certificate consists of courses that emphasize the tools, techniques, and workflows of the traditional B&amp;W, film-based lab area. Study begins with digital camera operations and image-editing software, and then pivots to emphasize pathways of traditional photographic image construction methods.</p>
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<p><b>Program Information</b></p>	<p><b>Accreditation/Licensure -</b></p> <p><b>Advisors –</b> Terry Abrams (advises students with last name beginning A-M), Don Werthmann (advises students with last name beginning N-Z), Ashley Starks</p> <p><b>Advisory Committee - Yes</b></p> <p><b>Admission requirements - None</b></p> <p><b>Articulation agreements –</b></p> <p><b>Continuing eligibility requirements -</b></p>
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**Assessment plan:**

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
1. Use manually adjustable cameras, B&W film, and the traditional darkroom printing process to produce expressive photographs.	Outcome-related portfolio	Every 4 years	PHO 122	All
2. Recognize camera controls used for swing, tilt or shift when photographing a variety of subject matter.	Outcome-related exam questions	Every 4 years	PHO 211	All

**Scoring and analysis plan:**

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

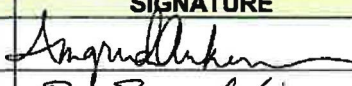
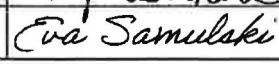

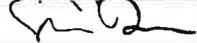
Outcome 1 – Departmentally-developed rubric  
 Outcome 2 – Answer key


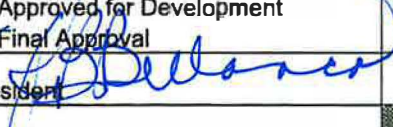
2. Indicate the standard of success to be used for this assessment.

Outcome 1 – 75% will achieve competent or better  
 Outcome 2 – 75% of students will score 75% or higher

3. Indicate who will score and analyze the data.

Departmental faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Ingrid Ankerson		10/28/22
Dean	Eva Samulski		10/29/2022
<b>Please submit completed form to the Office of Curriculum and Assessment (SC 257).                  Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.</b>			
Curriculum Committee Chair	Randy Van Wagnen		11/11/2022
Assessment Committee Chair	Shawn Deron		11/12/2022

Interim Vice President for Instruction. <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval			1/06/2023
President 	Rose Bellanca		
Board Approval			

Reviewed by C&A Committees 11/3/22