

Program Information Report

Broadcast, Communication, Visual, Digital & Fine Arts

Portrait Photography (CTPHOP)

Certificate

Program Effective Term: Fall 2023

This certificate consists of courses that are genre-specific to the retail, commercial, and editorial portrait sectors of the industry. Students learn studio- and location-lighting workflows to produce portraiture of people, accompanied by professional digital portrait retouching techniques. Supporting assignments engage students in readings and discussions about various ethical, legal, and business practices encountered by photographers that produce images used in publications.

Major/Area Requirements		(15 credits)
PHO 111	Photography I	4
PHO 116	Studio Portraits	4
PHO 117	Introduction to the Studio	4
PHO 216	Environmental Portraiture	3

Minimum Credits Required for the Program:

15

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.

Program Name: Division and Department: Type of Award: Effective Term/Year: Initiator:	Portrait Photography BCT DMAD <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. Fall 2023 Terry Abrams and Don Werthmann	Program Code: CTPHOP CIP Code: 50.0605
Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	<ul style="list-style-type: none"> • This certificate consists of four courses in the Photography Program that are genre-specific to the retail, commercial, and editorial portrait sectors of the industry. Students learn studio- and location-lighting workflows to produce portraiture of people, accompanied by professional digital portrait retouching techniques. Supporting assignments engage students in readings and discussions about various ethical, legal, and business practices encountered by photographers. • Level 1 Prerequisite: Academic Reading and Writing Levels of 6. • Successful completion of this smaller certificate offers recognition and provides a tangible building block for students to continue through our programs. 	
Need Need for the program with evidence to support the stated need.	<p>In conjunction with our advisory committee, we identified a need for students that want to launch an emerging-professional career in portraiture to earn this credential within the larger scope of photography course offerings.</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 associate's degree. We hope that by providing more milestones along their journey, we can help motivate students to complete the larger credentials.</p> <p>Retail, commercial, and editorial portrait photography consistently stands as a lucrative and plausible career for many students because market demand is steady. Constructing a unique, competitive vision and stylization of imagery that differs significantly from quotidian iterations is key to success, and this concept is frequently visited in this sequence of courses. This smaller certificate offers specialization and depth of proficiencies valued by prospective employers and clientele that seek visually- and technically-literate individuals.</p>	

<p>Program Outcomes/Assessment</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. Display a prescribed range of lighting proficiencies in final images, demonstrating proper implementation of studio portrait workflow.</p> <p>2. Demonstrate collaboration and problem-solving skills in the execution of a team on-location photoshoot.</p>	<p><u>Assessment method</u></p> <p>1. Outcome-related portfolio images</p> <p>2. Outcome-related photographic image</p>
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<p>Curriculum</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>PHO 111 Photography I — 4 Credits PHO 117 Introduction to the Studio — 4 Credits PHO 116 Studio Portraits — 4 Credits PHO 216 Environmental Portraiture — 3 Credits Total: 15 Credits</p>		
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>		START-UP COSTS	ONGOING COSTS
	Faculty	\$ 0 .0	\$.
	Training/Travel	.	.
	Materials/Resources	.	.
	Facilities/Equipment	.	.
	Other	.	.
	TOTALS:	\$ 0 .	\$ 0 .
<p>Program Description for Catalog and Web site</p>	<p>This certificate consists of courses that are genre-specific to the retail, commercial, and editorial portrait sectors of the industry. Students learn studio- and location-lighting workflows to produce portraiture of people, accompanied by professional digital portrait retouching techniques. Supporting assignments engage students in readings and discussions about various ethical, legal, and business practices encountered by photographers that produce images used in publications.</p>		
<p>Program Information</p>	<p>Accreditation/Licensure - Advisors – Terry Abrams (advises students with last name beginning A-M), Don Werthmann (advises students with last name beginning N-Z), Ashley Starks Advisory Committee - Yes Admission requirements - None Articulation agreements – Continuing eligibility requirements -</p>		

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
1. Display a prescribed range of lighting proficiencies in final images, demonstrating proper implementation of studio portrait workflow.	Outcome-related portfolio images	Every 4 years	PHO 116	All
2. Demonstrate collaboration and problem-solving skills in the execution of a team on-location photoshoot.	Outcome-related photographic image	Every 4 years	PHO 216	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 rubrics

Outcome 2 – Departmentally-developed rubrics

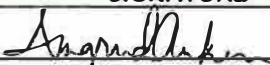
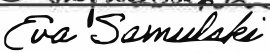
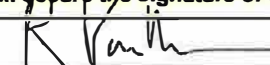
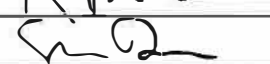
2. Indicate the standard of success to be used for this assessment.



Outcome 1 – 75% of students will score 80% or higher

Outcome 2 – 75% of students will score 80% 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
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.			
Curriculum Committee Chair	Randy Van Wagoner		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  President			1/6/2023
Rose Bellanca			
Board Approval			

Reviewed by C&A Committees 11/3/22