

Definition

The Photography program is directed toward individual artistic development with an emphasis on developing the students ability to create independent works.

Staff

To access faculty and staff, dial (661) 722-6300, then the 4-digit extension.

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Adjunct Faculty:

To access adjunct faculty voice mail, dial (661) 722-6300, then the 4-digit number.

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Program Description

This program will help students gain the skills and knowledge necessary enter into the photographic work force.

The Photography program is carefully designed to build fundamental technical skills in the operation of 35mm, medium and large-format cameras, using traditional and digital camera systems. In addition, all classes emphasize the importance of creativity and originality in image making through a progressive series of conceptual assignments. Basics in digital imaging, editing and creative manipulations, digital printing and color management technologies are provided from entry-level classes and throughout the entire curriculum. The program develops the historic relevance of photography in art and multimedia as well as provides a foundation in creative digital processes that will integrate into the work place.

Students must receive a minimum grade of "C" or better in all required core courses and the specific courses listed as program electives in order to qualify for the degree or certificate.

Distinctive Features

Photography courses are directed toward vocational and artistic application of the acquired skills within each of the designated areas.

Career Options

Advertising Photography

Sports Photography

Photojournalism

Wedding, Event and Portrait Photography

Fashion Photography

Fine Art Photography

Program Learning Outcomes

Commercial Photography

1. Students will explore advances in photographic equipment and technology.
2. Students will demonstrate proficiency of fundamental aspects of Black and White photography.
3. Students will design, manipulate and digitally generate photographs using industry standard software and equipment.
4. Students will assess appropriate use of each type of camera in order to fit the environment for the best result.
5. Identify various career possibilities and industry leaders in the photographic industry.

Certificate Programs

The following courses, 27 units, are required for the certificate. Students who successfully complete the certificate requirements are qualified for entry-level positions in newspaper and periodical fields, advertising photography, or as sports, events, and wedding photographers.

Commercial Photography

Required Courses:	units
PHOT 107, History of Photography	3
PHTC 101, 101L, Beginning Black and White Photography/Lab	3.5
PHTC 125, 125L, Beginning Digital Photography/Lab	3.5
PHTC 203, 203L, Foundations of Cameras and Composition/Lab	3.5
PHTC 275, 275L, Advanced Digital Photography/Lab	3.5
DM 113, 113L, Photoshop I/Lab	3.5
DM 246, 246L, Portfolio and Job Search/Lab	3.5
Program Electives	3
Total	27

For a recommended plan of study for the certificate, please refer to the Associate Degree plan minus the general education requirements.

Program Electives:	units
ART 100, Art Appreciation	3
PHOT 213, 213L, Life Photography/Lab	3.5
PHTC 150, 150L, Beginning Color Photography/Lab	3.5
PHTC 205, 205L, Documentary and Landscape Photography/Lab	3.5

PHTC 211, 211L, Wedding, Portrait and Event Photography/Lab	3.5
PHTC 215, 215L, Photography Studio Practices/Lab	3.5
PHTC 298, 298L, Special Studies in Photography/Lab	3.5

NOTE: Substitutions, with prior permission, may be made for certain courses that may not be offered in the two-year period.

Fourth Semester	units
PHTC 275, 275L Advanced Digital Photography/Lab	3.5
DM 246, 246L, Portfolios and Job Search/Lab	3.5
Course from GE requirement Area E	3
Course from GE requirement Area F	4
Total	14

Degree Total 60

Associate Degree

Commercial Photography

The requirements for an associate degree in Commercial Photography may be satisfied by completing the certificate program and sufficient program elective units to total 34 units, plus 21 units of general education requirements, and sufficient elective credits to total 60 units. (See Graduation/Associate Degree Requirements.)

Students who complete the associate degree have enhanced employability in the field of photography. They are well prepared for promotional opportunities such as lead lab technician or supervisory positions. The associate degree will also provide students with a broad range of knowledge with which to evaluate and appreciate the physical environment, the culture, and the society in which they live and with the ability to think and communicate clearly and effectively.

Except in cases of a prerequisite requirement, it is not required to take courses in exactly this sequence; they are recommended in this order to facilitate success.

Recommended Plan of Study

First Semester	units
PHOT 107, History of Photography (GE Area C)	3
PHTC 203, 203L, Foundations of Cameras and Composition/Lab	3.5
Course from GE requirement Area B	3
Course from GE requirement Area D2	3
Program Electives	3
Total	15.5

Second Semester	units
PHTC 101, 101L Beginning Black and White Photography/Lab	3.5
DM 113, 113L, Photoshop I/Lab	3.5
Program Electives	3.5
Electives	4
Total	14.5

Third Semester	units
PHTC 125, 125L, Beginning Digital Photography/Lab	3.5
Course from GE requirement Area A	3
Course from GE requirement Area D1	3
Program Electives	3.5
Electives	3
Total	16

Program Electives:

Please refer to the Program Electives listed under the certificate program.

Transfer

Students planning to continue studies at a four-year college or university after AVC should visit the Transfer Resource Center and consult with a counselor as soon as possible. Additional information on official transfer articulation agreements from AVC to many CSU/UC campuses can be found at the following Web site: www.assist.org

Prerequisite Completion

If a course is listed as a prerequisite for another course, that prerequisite course must be completed with a satisfactory grade in order to enroll in the next course. According to Title 5, Section 55200(d), a satisfactory grade is a grade of "A," "B," "C" or "P". Classes in which the Pass/No Pass option is available are indicated with an asterisk (*) before the course title. See "Pass/No Pass Option" in the catalog for full explanation.

Photography Courses

PHOT 107 *HISTORY OF PHOTOGRAPHY

3 units

3 hours weekly

Advisory: Eligibility for College Level Reading and ENGL 101/ENGL 101SL.

In-depth study of the historical development of photographic process as an artistic image from the early 1800s to the present. The course will focus on worldwide artistic-photographic and social achievements of photographers. Within the context of the course, the contributions of both chemical and digital photographic techniques will be explored, as well as the relationship of the emergence of photographic imagery to other artistic media within a similar time period. (CSU, UC, AVC)

PHOT 213 *LIFE PHOTOGRAPHY

3 units

4 hours weekly

Prerequisite: Completion of PHTC 101 or PHTC 125.

Corequisite: Concurrent enrollment in PHOT 213L.

Advisory: Completion of ART 110 and Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

This course is a basic photographic principles, theories and techniques used in representing the human figure using draped and undraped models. Projects emphasize the organization of the human figure as a 3D image and composition where the environmental factors of lighting, shading, and texture are combined to create an artistic representation. Both traditional and digital processing of the human image will be studied. Course helps students develop creative thinking and idea execution. Students are required to purchase additional supplies not provided by the college. (CSU, AVC)

PHOT 213L *LIFE PHOTOGRAPHY LAB

.5 unit

24 hours total

Corequisite: Concurrent enrollment in PHOT 213.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (AVC)

Commercial Photography Courses

PHTC 101 *BEGINNING BLACK AND WHITE PHOTOGRAPHY

3 units

4 hours weekly

Corequisite: Concurrent enrollment in PHTC 101L.

Advisory: Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

Basic black and white still photography. It is designed for students planning an occupational career in any of the following fields where photography plays an essential part: journalism, police science, public relations, conservation, art science, astronomy, portraiture, commercial and industrial photography, and graphic design. (CSU, AVC)

PHTC 101L BEGINNING BLACK AND WHITE PHOTOGRAPHY LAB

.5 unit

24 hours total

Corequisite: Concurrent enrollment in PHTC 101.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)

PHTC 125 *BEGINNING DIGITAL PHOTOGRAPHY

3 units

4 hours weekly

Corequisite: Concurrent enrollment in PHTC 125L.

Advisory: Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

This course covers beginning photographic theory and practice in contemporary uses of digital cameras as a creative and vocational medium to create photographic images. Students receive instruction in digital photographic techniques through assignments that build beginning technical and conceptual skills using digital cameras, Adobe Lightroom/Photoshop software to edit and distribute digital images. This course helps students develop creative thinking and idea execution. (CSU, AVC)

PHTC 125L *BEGINNING DIGITAL PHOTOGRAPHY LAB

.5 units

24 hours total

Corequisite: Concurrent enrollment in PHTC 125.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)

PHTC 150 *BEGINNING COLOR PHOTOGRAPHY

3 units

4 hours weekly

Prerequisite: Completion of PHTC 101.

Corequisite: Concurrent enrollment in PHTC 150L.

Advisory: Eligibility for READ 099.

Instructional materials fee required for this course and must be paid at registration.

An introduction to basic color photography technology. Students will differentiate between black and white photo technology and beginning color. Darkroom basics differ radically as students begin to migrate to color parameters; from Panalure paper to C-41 color processing and printing. (CSU, AVC)

PHTC 150L BEGINNING COLOR PHOTOGRAPHY LAB

.5 unit

24 hours total

Corequisite: Concurrent enrollment in PHTC 150.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)

PHTC 201 *ADVANCED BLACK AND WHITE PHOTOGRAPHY

3 units

4 hours weekly

Prerequisite: Completion of PHTC 101.

Corequisite: Concurrent enrollment in PHTC 201L.

Advisory: Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

This course concentrates on advanced theory and practice of black and white (B&W) photography including professional applications, specialized processes, and mastery of dark room skills with an emphasis on individual expression. Topics include advanced printing techniques, film, paper types, toners, refining printing techniques and Zone System practices, thematic projects, portfolio development and archival processing. This course is designed for advanced photography students. (CSU, AVC)

PHTC 201L *ADVANCED BLACK AND WHITE PHOTOGRAPHY LAB

.5 unit

24 hours total

Corequisite: Concurrent enrollment in PHTC 201.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)

PHTC 203 *FOUNDATIONS OF CAMERAS AND COMPOSITION

3 units

4 hours weekly

Corequisite: Concurrent enrollment in PHTC 203L.

Advisory: Completion of PHTC 101 or PHTC 125, and Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

Survey of 35mm digital and film cameras, 2 ¼ Medium and 4x5 large format film cameras are examined. The course discusses the integration of mechanical and artistic principles in creating photographic images. It provides information applicable to digital and film cameras, lenses, exposure, and conceptual development. Students may also research photographic bodies of work that have had a large impact on society. Students are required to purchase additional supplies not provided by the college. (CSU, AVC)

PHTC 203L FOUNDATIONS OF CAMERAS AND COMPOSITION LAB

.5 units

24 hours total

Corequisite: Concurrent enrollment in PHTC 203.

A laboratory in support of Commercial Photography courses,

designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)

PHTC 205 *DOCUMENTARY AND PHOTOJOURNALISM

(formerly Documentary and Landscape Photography)

3 units

4 hours weekly

Corequisite: Concurrent enrollment in PHTC 205L.

Advisory: Completion of PHTC 101 or PHTC 125, and Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

This course surveys documentary and photojournalism genre photography for its aesthetic, political, and social impact. Students may also research photographic bodies of work that have had a large impact on society. Field trips may be included. Students are required to purchase additional supplies. (CSU, AVC)

PHTC 205L DOCUMENTARY AND PHOTOJOURNALISM LAB

(formerly Documentary and Landscape Photography Lab)

.5 units

24 hours total

Corequisite: Concurrent enrollment in PHTC 205.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)

PHTC 211 *WEDDING, PORTRAIT AND EVENT PHOTOGRAPHY

3 units

4 hours weekly

Prerequisite: Completion of PHTC 101 or PHTC 125.

Corequisite: Concurrent enrollment in PHTC 211L.

Advisory: Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

The course discusses the integration of mechanical and artistic principles in creating photographic images related to wedding, portrait and event photography. It provides information applicable to digital and film cameras, lenses, exposure, and conceptual development. Students are required to purchase additional supplies not provided by the college. Students should have preliminary knowledge in the use of Apple Computers. Students will receive instruction in foundational editing techniques in Adobe Photoshop and Lightroom. (CSU, AVC)

PHTC 211L WEDDING, PORTRAIT AND EVENT PHOTOGRAPHY LAB

.5 units

24 hours total

Prerequisite: Completion of PHTC 101 or PHTC 125.

Corequisite: Concurrent enrollment in PHTC 211.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)

PHTC 215 *PHOTOGRAPHY STUDIO PRACTICES

3 units

4 hours weekly

Prerequisite: Completion of PHTC 101 or PHTC 125.

Corequisite: Concurrent enrollment in PHTC 215L.

Advisory: Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

This course is an exploration of the photographic studio. Students will be introduced to studio lighting equipment and the principles of traditional lighting methods as well as contemporary commercial applications. Topics will vary per semester and individual student. Students are required to purchase additional supplies not provided by the college. (CSU, AVC)

PHTC 215L PHOTOGRAPHY STUDIO PRACTICES LAB

.5 units

24 hours total

Corequisite: Concurrent enrollment in PHTC 215.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)

PHTC 275 *ADVANCED DIGITAL PHOTOGRAPHY

3 units

4 hours weekly

Prerequisite: Completion of PHTC 125.

Corequisite: Concurrent enrollment in PHTC 275L.

Advisory: Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

The course covers advanced digital photography theory and practice in the contemporary use of the digital camera to create photographic images. Students receive instruction in digital photography techniques through assignments that build advanced technical skills. Topics covered: digital 35mm, medium and large format cameras, Leaf digital back, Apple Computers in

order to use Adobe Photoshop/Lightroom for editing. Course provides experience with professional photography equipment and helps students develop creative thinking, idea execution and preparation to enter the photography professional work force. Students are required to purchase additional supplies. (CSU, AVC)

PHTC 275L ADVANCED DIGITAL PHOTOGRAPHY LAB

.5 units

24 hours total

Corequisite: Concurrent enrollment in PHTC 275.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)

PHTC 298 *SPECIAL STUDIES IN PHOTOGRAPHY

3 units

4 hours weekly

Prerequisite: Completion of PHTC 101 or PHTC 125.

Corequisite: Concurrent enrollment in PHTC 298L.

Advisory: Eligibility for ENGL 100A and READ 099.

Instructional materials fee required for this course and must be paid at registration.

This class is an exploration of various techniques and subjects related to photography and photographic processes. Topics will vary per semester and individual student. Content and unit credit to be determined by student/ instructor conferences and/ or department. Students are required to purchase additional supplies not provided by college. (CSU, AVC)

PHTC 298L SPECIAL STUDIES IN PHOTOGRAPHY LAB

.5 units

24 hours total

Corequisite: Concurrent enrollment in PHTC 298.

A laboratory in support of Commercial Photography courses, designed to allow students to advance their knowledge, complete course assignments, and master learning objectives. **NOTE:** No grade will be given for this class; student will receive “pass” or “no pass” only. (CSU, AVC)