Washtenaw Community College Comprehensive Report

PHO 220 Advanced Studio Techniques
Effective Term: Fall 2024

Course Cover

College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Digital Media Arts (new)
Discipline: Photography
Course Number: 220
Org Number: 14530
Full Course Title: Advanced Studio Techniques
Transcript Title: Advanced Studio Techniques
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Inactivation
Change Information:
    Course discipline code & number
Rationale: A portrait certificate was introduced in the photo program in fall 2023 that did not include this course because of its pre-requisite courses. This course was also removed as a restricted elective from the APPHOT Degree to increase the likelihood of students completing the portrait certificate. The course was determined to be an outlier as a restricted elective and not likely to be offered unless a dramatic increase in enrollments and demand for the class occurred.
Proposed Start Semester: Fall 2024
Course Description: In this course, students will concentrate on advanced image construction techniques and the business issues relevant to their production. Students will integrate their previous studio and imaging experiences with the pre- and post-production and critical thinking skills required to produce a job. Emphasis is placed on the business practices and ethical issues behind the creation of images for retail portraiture, commercial publication, and fine-art sectors of the industry.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 30 **Student:** 30
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0
Other: Instructor: 30 **Student:** 30

Total Contact Hours: Instructor: 60 **Student:** 60
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites
Prerequisite
Academic Reading and Writing Levels of 6
Prerequisite
PHO 117 minimum grade "C-"
and
Prerequisite
PHO 127 minimum grade "C-"
and
Prerequisite
PHO 116 minimum grade "C-"; may enroll concurrently
or
Prerequisite
PHO 216 minimum grade "C-"

General Education

Request Course Transfer
Proposed For:
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Michigan State University
Oakland University
University of Michigan
Wayne State University
Western Michigan University
College for Creative Studies
Central Michigan University

Student Learning Outcomes

1. Produce retail-portraiture session for a fictitious client, with supporting business practice documents.
   Assessment 1
   Assessment Tool: Portfolio of photographic images and business documents
   Assessment Date: Spring/Summer 2024
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: Random sample of students, 50% minimum, that complete the course with letter grade.
   How the assessment will be scored: Departmentally-developed rubrics
   Standard of success to be used for this assessment: 75% of the students will score 80% or higher.
   Who will score and analyze the data: Full-time photography faculty

2. Produce photographic renderings from composited image data for commercial clients.
   Assessment 1
   Assessment Tool: Portfolio of photographic images
   Assessment Date: Spring/Summer 2024
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All

Number students to be assessed: Random sample of students, 50% minimum, that complete the course with letter grade.
How the assessment will be scored: Departmentally-developed rubrics
Standard of success to be used for this assessment: 75% of the students will score 80% or higher.
Who will score and analyze the data: Full-time photography faculty

3. Produce thematically related images conveying ideas for fine-art clientele, with supporting business practice documents.
   Assessment 1
   Assessment Tool: Portfolio of photographic images and business documents
   Assessment Date: Spring/Summer 2024
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: Random sample of students, 50% minimum, that complete the course with letter grade.
   How the assessment will be scored: Departmentally-developed rubrics
   Standard of success to be used for this assessment: 75% of the students will score 80% or higher.
   Who will score and analyze the data: Full-time photography faculty

4. Analyze professional practices and ethical issues in photographic imaging through assigned readings.
   Assessment 1
   Assessment Tool: Outcome-related assignment questions
   Assessment Date: Spring/Summer 2024
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: Random sample of a minimum of 50% of students
   How the assessment will be scored: Departmentally-developed rubrics
   Standard of success to be used for this assessment: 75% of the students will score 80% or higher.
   Who will score and analyze the data: Full-time photography faculty

Course Objectives

1. Demonstrate a command of producing a portrait with three-point lighting techniques.
2. Demonstrate a command of producing a portrait with High-Key or Low-Key lighting techniques.
3. Demonstrate a command of producing a mixed light or environmental portrait, utilizing ambient light and strobe light simultaneously.
4. Demonstrate a command of producing several exposures of the same subject matter, wherein each exposure favors a specific range of tonality or lighting situation.
5. Demonstrate a command of blending image data from different exposures into a single composition by means of implementing layer masks and/or blending modes in image editing software.
6. Display photographs in small, thematic groups with several aspects of visual similarity, such as in lighting technique, use of color, or other formal properties.
7. Calculate and identify a creative fee that reflects the student's current Cost of Doing Business (CODB).
8. Implement critical thinking and estimating skills in regard to the pre-production issues of a photography session in the studio or on location.
9. Implement critical thinking skills in regard to calculating an invoice in the post-production phase of a photography session in the studio or on location.
10. Implement support documentation of a photography session that verifies a model's permission and/or a property owner's permission to publish images of them/their property.
11. Identify what model and property release forms do, and who they protect in the event of a lawsuit.
12. Negotiation techniques implemented with a prospective client to compose a job estimate.
13. Critically examine the language in contracts offered by a prospective client.

14. Recognize and describe copyright infringement issues and ethical issues of image usage, by means of reading and writing about relevant lawsuits in contemporary culture.

New Resources for Course

Course Textbooks/Resources

Textbooks
Heron, M & MacTavish, D. *Pricing Photography*, 4th ed. ?: Allworth Press, 2012, ISBN: 978-158115888.
Manuals
Periodicals
Software

Equipment/Facilities

Level I classroom
Computer workstations/lab

Reviewer	Action	Date
Faculty Preparer:		
Donald Werthmann	*Faculty Preparer*	*Oct 14, 2023*
Department Chair/Area Director:		
Kevin Bindschadler	*Recommend Approval*	*Oct 16, 2023*
Dean:		
Eva Samulski	*Recommend Approval*	*Oct 16, 2023*
Curriculum Committee Chair:		
Randy Van Wagnen	*Reviewed*	*Jan 22, 2024*
Assessment Committee Chair:		
Vice President for Instruction:		
Brandon Tucker	*Approve*	*Jan 22, 2024*

Washtenaw Community College Comprehensive Report

PHO 220 Advanced Studio Techniques
Effective Term: Fall 2023

Course Cover
College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Digital Media Arts (new)
Discipline: Photography
Course Number: 220
Org Number: 14530
Full Course Title: Advanced Studio Techniques
Transcript Title: Advanced Studio Techniques
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Three Year Review / Assessment Report
Change Information:
    Outcomes/Assessment
    Objectives/Evaluation
Rationale: The recent course assessment revealed a need to modify language in some of the learning outcomes.
Proposed Start Semester: Winter 2023
Course Description: In this course, students will concentrate on advanced image construction techniques and the business issues relevant to their production. Students will integrate their previous studio and imaging experiences with the pre- and post-production and critical thinking skills required to produce a job. Emphasis is placed on the business practices and ethical issues behind the creation of images for retail portraiture, commercial publication, and fine-art sectors of the industry.

Course Credit Hours
Variable hours: No
Credits: 3
Lecture Hours: Instructor: 30 **Student:** 30
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0
Other: Instructor: 30 **Student:** 30

Total Contact Hours: Instructor: 60 **Student:** 60
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math
No Level Required

Requisites
Prerequisite
Academic Reading and Writing Levels of 6
Prerequisite
PHO 117 minimum grade "C-"
and
Prerequisite
PHO 127 minimum grade "C-"
and
Prerequisite
PHO 116 minimum grade "C-"; may enroll concurrently
or
Prerequisite
PHO 216 minimum grade "C-"

General Education

Request Course Transfer
Proposed For:
 Eastern Michigan University
 Ferris State University
 Grand Valley State University
 Jackson Community College
 Kendall School of Design (Ferris)
 Michigan State University
 Oakland University
 University of Michigan
 Wayne State University
 Western Michigan University
 College for Creative Studies
 Central Michigan University

Student Learning Outcomes

1. Produce retail-portraiture session for a fictitious client, with supporting business practice documents.
    Assessment 1
    Assessment Tool: Portfolio of photographic images and business documents
    Assessment Date: Spring/Summer 2024
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All
    Number students to be assessed: Random sample of students, 50% minimum, that complete the course with letter grade.
    How the assessment will be scored: Departmentally-developed rubrics
    Standard of success to be used for this assessment: 75% of the students will score 80% or higher.
    Who will score and analyze the data: Full-time photography faculty

2. Produce photographic renderings from composited image data for commercial clients.
    Assessment 1
    Assessment Tool: Portfolio of photographic images
    Assessment Date: Spring/Summer 2024
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All

Number students to be assessed: Random sample of students, 50% minimum, that complete the course with letter grade.

How the assessment will be scored: Departmentally-developed rubrics

Standard of success to be used for this assessment: 75% of the students will score 80% or higher.

Who will score and analyze the data: Full-time photography faculty

3. Produce thematically related images conveying ideas for fine-art clientele, with supporting business practice documents.

   Assessment 1

Assessment Tool: Portfolio of photographic images and business documents

Assessment Date: Spring/Summer 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of students, 50% minimum, that complete the course with letter grade.

How the assessment will be scored: Departmentally-developed rubrics

Standard of success to be used for this assessment: 75% of the students will score 80% or higher.

Who will score and analyze the data: Full-time photography faculty

4. Analyze professional practices and ethical issues in photographic imaging through assigned readings.

   Assessment 1

Assessment Tool: Outcome-related assignment questions

Assessment Date: Spring/Summer 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random sample of a minimum of 50% of students

How the assessment will be scored: Departmentally-developed rubrics

Standard of success to be used for this assessment: 75% of the students will score 80% or higher.

Who will score and analyze the data: Full-time photography faculty

Course Objectives

1. Demonstrate a command of producing a portrait with three-point lighting techniques.
2. Demonstrate a command of producing a portrait with High-Key or Low-Key lighting techniques.
3. Demonstrate a command of producing a mixed light or environmental portrait, utilizing ambient light and strobe light simultaneously.
4. Demonstrate a command of producing several exposures of the same subject matter, wherein each exposure favors a specific range of tonality or lighting situation.
5. Demonstrate a command of blending image data from different exposures into a single composition by means of implementing layer masks and/or blending modes in image editing software.
6. Display photographs in small, thematic groups with several aspects of visual similarity, such as in lighting technique, use of color, or other formal properties.
7. Calculate and identify a creative fee that reflects the student's current Cost of Doing Business (CODB).
8. Implement critical thinking and estimating skills in regard to the pre-production issues of a photography session in the studio or on location.
9. Implement critical thinking skills in regard to calculating an invoice in the post-production phase of a photography session in the studio or on location.
10. Implement support documentation of a photography session that verifies a model's permission and/or a property owner's permission to publish images of them/their property.
11. Identify what model and property release forms do, and who they protect in the event of a lawsuit.
12. Negotiation techniques implemented with a prospective client to compose a job estimate.
13. Critically examine the language in contracts offered by a prospective client.

14. Recognize and describe copyright infringement issues and ethical issues of image usage, by means of reading and writing about relevant lawsuits in contemporary culture.

New Resources for Course

Course Textbooks/Resources

Textbooks

Heron, M & MacTavish, D. *Pricing Photography*, 4th ed. ?: Allworth Press, 2012, ISBN: 978-158115888.

Manuals

Periodicals

Software

Adobe Subscription. Adobe, LR+PS ed.

Monthly or Annual subscription to the Lightroom & Photoshop Photography Plan.

Equipment/Facilities

Level I classroom

Computer workstations/lab

Reviewer	Action	Date
Faculty Preparer:		
Donald Werthmann	*Faculty Preparer*	*Aug 08, 2022*
Department Chair/Area Director:		
Jason Withrow	*Recommend Approval*	*Aug 10, 2022*
Dean:		
Eva Samulski	*Recommend Approval*	*Aug 10, 2022*
Curriculum Committee Chair:		
Randy Van Wagnen	*Recommend Approval*	*Feb 24, 2023*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Feb 24, 2023*
Vice President for Instruction:		
Victor Vega	*Approve*	*Feb 27, 2023*

Washtenaw Community College Comprehensive Report

PHO 220 Advanced Studio Techniques
Effective Term: Winter 2014

Course Cover
Division: Business and Computer Technologies
Department: Digital Media Arts
Discipline: Photography
Course Number: 220
Org Number: 14530
Full Course Title: Advanced Studio Techniques
Transcript Title: Advanced Studio Techniques
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Course Change
Change Information:
   Consultation with all departments affected by this course is required.
   Pre-requisite, co-requisite, or enrollment restrictions
Rationale: Remove math requirement of Level 3.
Proposed Start Semester: Winter 2012
Course Description: In this course, students will concentrate on advanced image construction techniques and the business issues relevant to their production. Students integrate their previous studio and imaging experiences with the pre- and post-production and critical thinking skills required to produce a job. Emphasis is placed on the business practices and ethical issues behind the creation of images for retail portraiture, commercial publication, and fine-art sectors of the industry.

Course Credit Hours
Variable hours: No
Credits: 3
Lecture Hours: Instructor: 30 **Student:** 30
Lab: Instructor: 0 **Student:** 0
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Other: Instructor: 30 **Student:** 30

Total Contact Hours: Instructor: 60 **Student:** 60
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math
No Level Required

Requisites
Prerequisite
Academic Reading and Writing Levels of 6
Prerequisite

PHO 117 minimum grade "C-"
and
Prerequisite
PHO 127 minimum grade "C-"
and
Prerequisite
PHO 116 minimum grade "C-"; may enroll concurrently
or
Prerequisite
PHO 216 minimum grade "C-"

General Education
Request Course Transfer
Proposed For:

Student Learning Outcomes

1. Produce a retail portrait photography session for a fictitious client.
   Assessment 1
   Assessment Tool: Portfolio of photographic images.
   Assessment Date: Fall 2013
   Assessment Cycle: Every Three Years
   Course section(s)/other population: ALL
   Number students to be assessed: Random sample of 50% of the photographs with a minimum of 21. Student enrollment is normally between 14 to 18 students per semester.
   How the assessment will be scored: Scored by utilizing a departmental technical and aesthetic rubric.
   Standard of success to be used for this assessment: 90% of the students will score 80% or higher.
   Who will score and analyze the data: Full-time photography faculty along with external, working professionals.

2. Produce photographic renderings from composited image data for a fictitious client.
   Assessment 1
   Assessment Tool: Portfolio of photographic images.
   Assessment Date: Fall 2013
   Assessment Cycle: Every Three Years
   Course section(s)/other population: ALL
   Number students to be assessed: Random sample of 50% of the photographs with a minimum of 10. Student enrollment is normally between 14 to 18 students per semester.
   How the assessment will be scored: Scored by utilizing a departmental technical and aesthetic rubric.
   Standard of success to be used for this assessment: 90% of the students will score 80% or higher.
   Who will score and analyze the data: Full-time photography faculty along with external, working professionals.

3. Produce small groups of photographs that are thematically related and convey ideas or concepts to the viewer.
   Assessment 1
   Assessment Tool: Portfolio of photographic images.
   Assessment Date: Fall 2013
   Assessment Cycle: Every Three Years
   Course section(s)/other population: ALL

Number students to be assessed: Random sample of 50% or the photographs with a minimum of 21. Student enrollment is normally between 14 to 18 students per semester.
How the assessment will be scored: Scored by utilizing a departmental technical and aesthetic rubric.
Standard of success to be used for this assessment: 90% of the students will score 80% or higher.
Who will score and analyze the data: Full-time photography faculty along with external, working professionals.

4. Judge current business trends in the photographic industry based on personal values, resulting in an end product, with a given purpose.
   Assessment 1
   Assessment Tool: Quizzes
   Assessment Date: Fall 2013
   Assessment Cycle: Every Three Years
   Course section(s)/other population: ALL
   Number students to be assessed: ALL
   How the assessment will be scored: Answer key.
   Standard of success to be used for this assessment: 75% of the students will score 80% or higher.
   Who will score and analyze the data: Full-time photography faculty along with external, working professionals.

5. Critique reading of professional practices and ethical issues in photographic imaging.
   Assessment 1
   Assessment Tool: Written analysis from assigned readings.
   Assessment Date: Fall 2013
   Assessment Cycle: Every Three Years
   Course section(s)/other population: ALL
   Number students to be assessed: ALL
   How the assessment will be scored: Answer key.
   Standard of success to be used for this assessment: 75% of the students will score 80% or higher.
   Who will score and analyze the data: Full-time photography faculty along with external, working professionals.

Course Objectives
1. Demonstrate a command of producing a three-light, traditional portrait.
   Matched Outcomes
   1. Produce a retail portrait photography session for a fictitious client.
2. Demonstrate a command of producing a three-light, portrait on a white background.
   Matched Outcomes
   1. Produce a retail portrait photography session for a fictitious client.
3. Demonstrate a command of producing a mixed light or environmental portrait, utilizing ambient light and strobe light simultaneously.
   Matched Outcomes
   1. Produce a retail portrait photography session for a fictitious client.
4. Demonstrate a command of producing several exposures of the same subject matter, wherein each exposure favors a specific range of tonality or lighting situation.
   Matched Outcomes
   2. Produce photographic renderings from composited image data for a fictitious client.
5. Demonstrate a command of blending image data from different exposures into a single composition by means of implementing layer masks and/or blending modes in image editing software.
   Matched Outcomes
   2. Produce photographic renderings from composited image data for a fictitious client.
6. Photographs are produced as "packages" and require the student to offer the client more

than one solution to the visual problems being resolved.
>   **Matched Outcomes**
>   >   3. Produce small groups of photographs that are thematically related and convey ideas or concepts to the viewer.
7. Photographs must be displayed in a small, thematic groups and possess several aspects of visual similarity, such as in lighting technique, use of color, or other formal properties.
>   **Matched Outcomes**
>   >   3. Produce small groups of photographs that are thematically related and convey ideas or concepts to the viewer.
8. Calculate and identify a creative fee that reflects the student's current Cost of Doing Business (CODB).
>   **Matched Outcomes**
9. Implement critical thinking and estimating skills in regard to the pre-production issues of a photography session in the studio or on location.
>   **Matched Outcomes**
10. Implement critical thinking skills in regard to calculating an invoice in the post-production phase of a photography session in the studio or on location.
>   **Matched Outcomes**
11. Implement support documentation of a photography session that verifies a model's permission and/or a property owner's permission to publish images of them/their property.
>   **Matched Outcomes**
12. Implement support documentation that verifies the delivery of image data to a client.
>   **Matched Outcomes**
13. Write an artist statement that articulates clues and ideas about a specific group of images produced.
>   **Matched Outcomes**
14. Identify what model and property release forms do, and who they protect in the event of a lawsuit.
>   **Matched Outcomes**
15. Negotiation techniques implemented with a prospective client to compose a job estimate.
>   **Matched Outcomes**
16. Critically examine the language in contracts offered by a prospective client.
>   **Matched Outcomes**
17. Prepare and submit a delivery memo in conjunction with an invoice.
>   **Matched Outcomes**
18. Recognize and describe copyright infringement issues and ethical issues of image usage, by means of reading and writing about relevant lawsuits in contemporary culture.
>   **Matched Outcomes**

New Resources for Course
Course Textbooks/Resources

Textbooks
Heron, M & MacTavish, D. *Pricing Photography*, 4th ed. ?: Allworth Press, 2012, ISBN: 978-158115888.
Manuals
Periodicals
Software
Equipment/Facilities
Level I classroom
Computer workstations/lab

Reviewer	Action	Date
Faculty Preparer:		
Donald Werthmann	*Faculty Preparer*	*Mar 07, 2013*
Department Chair/Area Director:		

Jason Withrow	*Recommend Approval*	*Mar 08, 2013*
Dean:		
Rosemary Wilson	*Recommend Approval*	*Apr 05, 2013*
Vice President for Instruction:		
Bill Abernethy	*Approve*	*Apr 29, 2013*