

Photography

Program Number: 10-203-1

Associate in Applied Arts Degree

Applied Arts Program Cluster

Center for Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 246-6003 or
(800) 322-6282 Ext. 6003

About the Program

The Photography Program is designed to equip the graduate with a solid foundation in both digital and silver-based film photography. Graduates may find jobs as assistants in commercial and portrait studios, as technicians or digital imaging specialists in professional photo imaging labs, as staff members in corporate or government photo departments, or as members of film or television production crews. Desirable aptitudes and interests include the ability to pre-visualize subject matter, describe visuals in written scripts, engage in effective problem solving and work well under deadlines. Previous courses in art, photography, chemistry, algebra, physics, keyboarding or computer skills may be helpful. Students should be proficient in written and oral communication having attained B grades in previous English courses.

Program Courses

10-203-105 Photographic Composition 2 credits
A survey of composition as an important tool of the photographer that helps to establish purpose and meaning to visual statement. Includes an introduction to the field of professional photography through the work of some noted photographers.

10-203-107 Studio Photography 1 3 credits
Basic theory and practical application in the use of lenses and light meters, exposure techniques and related image processing systems. Basic principles of electronic imaging, digital photography and black and white digital printing systems are included in the course. Corequisite: 10-203-120

10-203-108 Studio Photography 2 3 credits
Continuation of Studio Photography 1 with emphasis on the portrayal of architectural forms, light, and control of perspective. Prerequisites: 10-203-107 and 10-203-120.

10-203-109 Studio Photography 3 3 credits
Emphasizes photographic solutions for many occupational areas such as industrial and freelance. Students are encouraged to set up individual projects and their solutions. Prerequisites: 10-203-108 and 10-203-142.

Curriculum

| FIRST YEAR | | Credits | Hrs/week Lec-Lab |
|-----------------------|------------------------------------|-----------|---------------------|
| First Semester | | | |
| 10-203-105 | Photo Composition | 2 | 2-0 |
| 10-203-107 | Studio Photo 1 | 3 | 3-3 |
| 10-203-120 | Lighting Techniques..... | 2 | 2-2 |
| 10-206-109 | Intro to Electronic Design..... | 2 | 2-2 |
| 10-801-195 | Written Communication | 3 | 3-0 |
| 10-809-195 | Economics | 3 | 3-0 |
| 10-809-199 | Psychology of Human Relations..... | 3 | 3-0 |
| Semester Total | | 18 | |

| | | | |
|------------------------|---------------------------------------|-----------|-----|
| Second Semester | | | |
| 10-203-108 | Studio Photo 2 | 3 | 3-3 |
| 10-203-141 | Color Photo 1 | 3 | 3-3 |
| 10-203-173 | Photojournalism | 2 | 2-2 |
| 10-206-117 | Audiovisual Techniques 1..... | 3 | 3-3 |
| 10-801-196 | Oral/Interpersonal Communication..... | 3 | 3-0 |
| 10-809-197 | Contemporary American Society..... | 3 | 3-0 |
| Semester Total | | 17 | |

| SECOND YEAR | | Credits | Hrs/week Lec-Lab |
|-----------------------|-----------------------------|-----------|---------------------|
| First Semester | | | |
| 10-203-121 | Commercial Photo 1 | 3 | 3-3 |
| 10-203-124 | Portrait Photography..... | 2 | 2-2 |
| 10-203-142 | Color Photo 2 | 3 | 3-3 |
| 10-206-134 | Electronic Imaging | 3 | 3-3 |
| 10-804-106 | Intro to College Math | 3 | 3-0 |
| 20-809-276 | Business Ethics* | 3 | 3-0 |
| Semester Total | | 17 | |

| | | | |
|------------------------|---------------------------------------|-----------|-----|
| Second Semester | | | |
| 10-203-109 | Studio Photo 3 | 3 | 3-3 |
| 10-203-125 | Business of Photography..... | 1 | 2-0 |
| 10-203-126 | Advanced Digital Studio Portrait..... | 2 | 2-2 |
| 10-203-176 | Photo Communication | 2 | 2-2 |
| 10-203-185 | Portfolio Preparation | 2 | 2-2 |
| 10-206-130 | Video Production..... | 3 | 3-3 |
| | Elective..... | 2 | E |
| Semester Total | | 16 | |

Note: Students are placed in English or mathematics courses based on their scores on the COMPASS or ASSET test or on completion of the appropriate prerequisite/s.

* Other course options are available. See program advisor for information.

Program Courses (continued)

10-203-120 Lighting Techniques 2 credits
Introduction to the laws of light, learning the qualities of natural and artificial light sources. Lighting for form, texture and separation using basic lighting techniques. The use of standard studio lighting for contrast control and correct exposure.
Corequisite: 10-203-107.

10-203-121 Commercial Photography 1 3 credits
Professional digital photography with an emphasis on creating solutions for advertising and business illustration using advanced digital color and image manipulation techniques.
Prerequisites: 10-203-108 and 10-203-141.

10-203-124 Portrait Photography 2 credits
Theory and principles of professional digital portrait photography. Studio and environmental portraiture. Emphasis on lighting, posing and character analysis. Prerequisites: 10-203-108 and 10-203-141 or consent of instructor.

10-203-125 Business of Photography 1 credit
Survey of business practices in professional photography. Includes ethical, legal, and copyright issues. Prerequisite: must be in final semester of required photo courses for the Photography Program.

10-203-126 Advanced Digital Studio Portrait 2 credits
Develops advanced studio skills utilizing high-end digital capture equipment for photo and prepress output in a variety of professional photographic venues. Emphasis on special projects and cooperative shooting situations with other programs using a wide variety of tools, materials and techniques. Prerequisites: 10-203-108, 10-203-121, 10-203-142 and 10-206-134.

10-203-141 Color Photography 1 3 credits
Basic introduction to additive and subtractive color theory using both analog materials and techniques and digital color principles. Image capture, manipulation and output will be covered.
Prerequisite: 10-203-107 or consent of instructor.

10-203-142 Color Photography 2 3 credits
Covers advanced color theory and advanced principles of digital color. Advanced digital color workflow, examination of capture, manipulation and output systems and professional color management principles will be part of the course. Prerequisites: 10-203-141 and 10-203-108.

10-203-173 Photojournalism 2 credits
Photography for publication with the visual image used to relate events, ideas or circumstances. Students are exposed to techniques in which news stories can be communicated through visual images in print. Prerequisite: 10-203-107 or consent of instructor.

10-203-176 Photo Communication 2 credits
Exploratory in nature, with emphasis on projects that communicate through the photographic medium. In consultation with the instructor, students may produce projects such as photo essays, documentary photographs, posters, audiovisual programs, self-promotion pieces or photographic displays.
Prerequisites: 10-203-108, 10-206-134 and 10-203-142.

10-203-185 Portfolio Preparation 2 credits
The culmination of photographic skills acquired during study for the Associate Degree in Photography now is put into the form of a portfolio. This is a very important tool showing prospective employers skills and capabilities. Resumes and application information are prepared. The Portfolio Show highlights the semester's efforts. Departmental approval of the finished portfolio is required. Prerequisite: must be in the final semester of required photo courses for the Photography Program.

10-206-109 Intro to Electronic Design 2 credits
Provides students with a background in two-dimensional digital design using Adobe Photoshop and also covers basic techniques in scanning, outputting digital images and preparing image files for use on the World Wide Web.

10-206-117 Audiovisual Techniques 1 3 credits
The preparation of "software" materials for overhead projection and 35mm projection and the operation and light maintenance of the equipment.

10-206-130 Video Production 3 credits
Surveys the principles of telecasting operations, including camera techniques, lighting, sound film, settings, scenery, floor directing, script, art, and on-camera performance. Lectures, reading, assignments and projects provide an understanding of the television industry, its history, development, and principles of operation.

10-206-134 Electronic Imaging 3 credits
This course explores basic computer skills, issues and skills unique to electronic image handling, utilization of image enhancement software, operation of desktop film and print scanners as input devices, various forms of image capture devices, and legal and ethical issues regarding electronic image handling and manipulation. Prerequisites: 10-203-108 and 10-203-141.

Recommended Electives

10-203-199 Photography Internship 1 credit
10-206-139 Electronic Imaging 2 3 credits

Career Potential:

- Architectural Photographer
- Industrial Photographer
- Photo Processing Lab Technician
- Corporate Staff Photographer
- Government Staff Photographer
- Commercial Studio Assistant
- Portrait Studio Assistant
- Film Production Crew
- Television Production Crew
- Photojournalism
- Sales
- Professional Photographer

More detailed and updated information on this program may be available at: matcmadison.edu. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

Madison Area Technical College provides equal opportunity in education and employment.

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