

# 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 commercial photography. Our courses will help you develop an individual style, give you hands on experience with the latest digital technologies and business skills necessary to succeed. The program is presented through a combination of classroom lectures and demonstrations, practical hands-on assignment work in studios and labs and real-world experience through internships and assignments that emulate contract work for clients. Graduates will be prepared to find jobs as assistants in commercial and portrait studios, digital technicians, staff members in corporate or government photography departments. Students will graduate with a professional portfolio showing prospective employers skills and capabilities learned during coursework in the photography program.

### 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 statements. Includes an introduction to the history of photography and the field of professional photography through the work of some noted photographers. Written and photographic assignments are required.

**10-203-107 Studio Photography 1 3 credits**  
Basic theory and practical application of the fundamentals of photography. Students will learn the basics of DSLR cameras, lenses, the light meter, digital exposure and capture, basic studio lighting with hot lights and studio equipment handling. Corequisite: 10-203-120

**10-203-108 Studio Photography 2 3 credits**  
Continuation of Studio Photography 1 with emphasis on advanced studio strobe lighting techniques, and metering and exposure for extreme scenes. Students will also learn the differences between professional digital backs and DSLR systems through hands-on experience with each format. Prerequisites: 10-203-107 and 10-203-120 and 10-206-109.

**10-203-109 Studio Photography 3 3 credits**  
This is an advanced level studio course offering students the opportunity to hone their skills. The course consists of 3 projects created by the instructor and 3 created by the student. Student may choose to create images that express their individual areas of interest. Images that are created in this course may be used in final portfolios. Prerequisites: 10-203-108 and 10-203-142.

## Curriculum

The courses listed below outline the requirements for graduation for students entering this program in the 2011-2012 academic year. Requirements for graduation may vary depending on the semester in which a student is admitted to their program. Current/continuing students should consult their degree progress report available through their student center account for specific graduation requirements. Program requirements are subject to change.

| FIRST YEAR            |                                    | Hrs/week  |     |
|-----------------------|------------------------------------|-----------|-----|
| First Semester        | Credits                            | Lec       | Lab |
| 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 |
| <b>Semester Total</b> |                                    | <b>18</b> |     |

| Second Semester       |                                       | Hrs/week  |     |
|-----------------------|---------------------------------------|-----------|-----|
| Second Semester       | Credits                               | Lec       | Lab |
| 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 |
| 10-206-115            | Digital Media for Photographers.....  | 3         | 3-3 |
| 10-801-196            | Oral/Interpersonal Communication..... | 3         | 3-0 |
| 10-809-197            | Contemporary American Society.....    | 3         | 3-0 |
| <b>Semester Total</b> |                                       | <b>17</b> |     |

### SECOND YEAR

| First Semester        |                           | Hrs/week  |     |
|-----------------------|---------------------------|-----------|-----|
| First Semester        | Credits                   | Lec       | Lab |
| 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 |
| 10-203-134            | Electronic Imaging .....  | 3         | 3-3 |
| 10-804-107            | College Mathematics ..... | 3         | 3-0 |
| 20-809-276            | Business Ethics*.....     | 3         | 3-0 |
| <b>Semester Total</b> |                           | <b>17</b> |     |

| Second Semester       |                                       | Hrs/week  |     |
|-----------------------|---------------------------------------|-----------|-----|
| Second Semester       | Credits                               | Lec       | Lab |
| 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 |
| 10-203-174            | Photography on Location.....          | 3         | 3-3 |
|                       | Elective .....                        | 2         | E   |
| <b>Semester Total</b> |                                       | <b>15</b> |     |

*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. Students will acquire specific skills in these areas: hard and soft light; lighting direction; incident and reflective exposure determination; lighting for shape and texture; lighting glassware; lighting reflective subjects; basic lighting for simple portraiture; and operation of professional lighting equipment in the studio. Corequisite: 10-203-107.

10-203-121 Commercial Photography 1 3 credits

Professional digital photography with an emphasis on the production of photographic illustration of high quality for use in advertising, promotion and print ad. It combines lectures and demonstrations along with practical experience. Students will polish their photographic skills while developing additional skills in commercial photography. 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

This course is designed to help students understand the basic principles of creating a photo business. Throughout the semester students will research and create their own business plans. Areas such as sales revenue forecast, marketing, overhead and capital spending plan will be explored. 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, 10-203-124, 10-203-142 and 10-206-134.

10-203-134 Electronic Imaging 3 credits

This course explores advanced computer skills, issues and skills unique to electronic image handling, utilization of image enhancement software, operation of desktop scanners as input devices, preparation of image for the World Wide Web, and legal and ethical issues regarding electronic image handling and manipulation. Prerequisites: 10-206-109, 10-203-108 and 10-203-141.

10-203-141 Color Photography 1 3 credits

Basic introduction to additive and subtractive color theory using digital color principles. Digital image capture, manipulation and output will be covered, along with basic color management principles and techniques. Prerequisite: 10-203-107 and 10-206-109 or consent of instructor.

10-203-142 Color Photography 2 3 credits

Uses hands-on exercises and assignments, requiring students to apply basic principles and techniques of digital color workflow to real-world imaging situations. Students will also learn and apply advanced principles and techniques of digital color workflow, and create their first significant digital color print portfolio. 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.

10-203-174 Photography on Location 3 credits

From portraits and fashion to architecture and product, working on location presents unique challenges and involves a broad base of knowledge and resources. This class will cover a wide range of information pertaining to working on location. With a heavy focus on lighting techniques, from on camera flash to full strobe set ups and the production side of location photography. Prerequisite: 10-203-121 and 10-203-134 and must be in the final semester of required photo courses for the Photography Program.

10-203-176 Photo Communication 2 credits

Exploratory in nature, with emphasis on personal projects and the development of an individual style and identity. Students will be required to produce their own web site, self-promotion pieces and a personal project such as a book of photographs. Prerequisites: 10-203-108, 10-206-134 and 10-203-142.

10-203-185 Portfolio Preparation 2 credits

This course teaches students how to assemble a professional photographic portfolio, showing prospective employers skills and capabilities learned during coursework in the Photography Program. Learning is enhanced via visits to the class by local photo professionals, who show their work to students and review student work. 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 working knowledge of the technical part of digital photography workflow, including the basic principles of working with Adobe Photoshop. Co-requisite: 10-203-107 and 10-203-120.

10-206-115 Digital Media for Photographers 3 credits

This course will explore the different kinds of digital media available to provide the photography student with additional tools and skills. The student will learn basic video camera techniques, video editing, sound capturing, DVD preparation and other creative software programs. This course is meant to prepare photo students for potential business applications that integrate sound, images and video. Prerequisites: 10-203-107 and 10-203-120.

Recommended Electives

10-203-129 Prof Nature/Conservation Photo 2 credits

10-203-131 Digital Photo 2 2 credits

10-203-199 Photography Internship 1 credit

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: [madisoncollege.org](http://madisoncollege.org). 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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