Program Information Report

Broadcast, Communication, Visual, Digital & Fine Arts

Photography: Portrait Imaging (CTPHOP)
Certificate
Program Effective Term: **Fall 2024**

High Demand Occupation   High Skill Occupation   High Wage Occupation

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 CHANGE FORM

Program Code: CTPHOP	Current Program Name: Portrait Photography	Effective Term: FALL 2024
Division Code: BCT	Department: Digital Media Arts	

Directions:

1. Attach the current program listing from the WCC catalog or website and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using CurricUNET, but should be submitted at the same time as the program change form.
4. If changes affect the program assessment plan or if program outcomes are updated, please submit a Program Assessment Plan Change form. These changes must be approved separately from the program change form and should be submitted at the same time. Current program assessment plans can be found on the Curriculum and Assessment Program Information page.

Requested Changes:

☐ Remove course(s): _____
☐ Add course(s): _____
☐ Program title (new title is PHOTOGRAPHY: PORTRAIT IMAGING)
☐ Description
☐ Advisors
☐ Program admission requirements
☐ Continuing eligibility requirements

Show all changes on the catalog page you attach.

* Please submit a Program Assessment Plan Change form.

☐ Program outcomes (may also result from removing or adding a course)*
☐ Program assessment plan*
☐ Accreditation information
☐ Other _____

Note: A change to the Award Type requires the submission of a new program proposal form and a separate program inactivation form. Contact the Director of Curriculum & Assessment for more information.
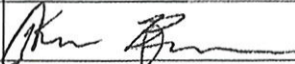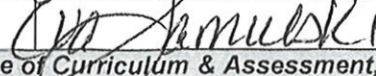
Rationale for proposed changes:

This is one of three certificates the department wants to appear in alphabetical order for the convenience and visibility of students, faculty, staff, and prospective students.
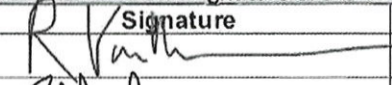
Financial/staffing/equipment/space implications:
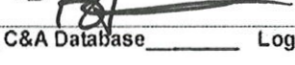
List departments that have been consulted regarding their use of this program.

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Donald Werthmann		16 OCT 2023
Department Chair	Kevin Bindschadler		10-16-23
Division Dean/Administrator	Eva Samulski		10-16-2023

Please return completed form to the Office of Curriculum & Assessment, SC 257

or by e-mail to curriculum.assessment@wccnet.edu			
Once reviewed by the appropriate faculty committees we will secure the signature of the VPI.			
Reviewer	Print Name	Signature	Date
Curriculum Committee Chair	Randy Van Wagnen		1-7-24
Assessment Committee Chair	Jessica Hale		1-8-24
Interim Vice President for Instruction	Dr. Brandon Tucker		2/8/24

Do not write in shaded area.   Entered in: Banner_____   C&A Database_____   Log File _____

Reviewed by C&A Committees 11/9/23

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:	Portrait Photography	**Program Code:** CTPHOP
Division and Department:	BCT DMAD	
Type of Award:	☐ AA ☐ AS ☐ AAS ☒ Cert. ☐ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	
Effective Term/Year:	Fall 2023	**CIP Code:**
Initiator:	Terry Abrams and Don Werthmann	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.	• 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.	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. 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. 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.

Program Outcomes/Assessment	Outcomes	Assessment method
State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.	1. Display a prescribed range of lighting proficiencies in final images, demonstrating proper implementation of studio portrait workflow.	1. Outcome-related portfolio images
Include assessment methods that will be used to determine the effectiveness of the program.	2. Demonstrate collaboration and problem-solving skills in the execution of a team on-location photoshoot.	2. Outcome-related photographic image

Curriculum	
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. Associate degree programs must provide a semester by semester program layout.	**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**

Budget		START-UP COSTS	ONGOING COSTS	
Specify program costs in the following areas, per academic year:	**Faculty**	$ 0 .0	$.	
	Training/Travel	.	.	
	Materials/Resources	.	.	
	Facilities/Equipment	.	.	
	Other	.	.	
	TOTALS:	$ 0 .	$ 0 .	

Program Description for Catalog and Web site	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.
Program Information	**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 -**

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
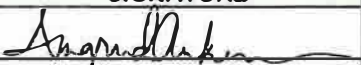   Outcome 2 – Departmentally-developed rubrics

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	*signature*	10/28/22
Dean	Eva Samulski	*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 Wagnen	*signature*	11/11/2022
Assessment Committee Chair	Shawn Deron	*signature*	11/12/2022

Interim Vice President for Instruction ☐ Approved for Development ☑ Final Approval			1/6/2023
President *Bellanca*	Rose Bellanca		
Board Approval			

Reviewed by C&A Committees 11/3/22