



PROGRAM OUTCOMES

VISUAL COMMUNICATION & DESIGN (PHOTOGRAPHY)

1. Imaging Aesthetic. Determine and develop the possibilities of digital and graphic designs to produce compelling images that are believable and convey a message through lighting, color, special techniques and subject knowledge.
2. Imaging Technical. Apply knowledge of and skills in Photoshop, Lightroom, color management, color calibration and proofing, color printing, and scanning, to perform digital asset management and use photographs in multi-media applications including websites, power point, programs, FTP sites and print media.
3. Professionalism. Demonstrate strong work ethic and standards; apply listening, learning, and communication skills; employ interpersonal skills using a high degree of emotional intelligence and demonstrate familiarity with legal and business issues.
4. Photo and Imaging Technical. Apply basic knowledge of film and digital camera operation, Mac OSX, and basic Photoshop to perform onset diligence including verifying exposure histogram, checking lights and being visually alert for malfunctions.
5. Studio. Apply basic knowledge of grip, lighting and light modification tools, have a flexible attitude, be adaptable when working in a studio and/or location environment.
6. Location. Check, pack and troubleshoot equipment, be visually alert, and watch for mechanical, people and environmental problems.