

BFA Professional Photography Program Learning Goals and Outcomes

PROGRAM LEARNING GOAL	PROGRAM LEARNING OUTCOME
<p>Learning Goal 1 Mastery of the technical aspects of contemporary photographic tools, including the camera, lighting, industry standard editing software, printing and presentation methods. The student should show a technical understanding through completion of practical assignments along with written documentation explaining the process with analysis of the outcome.</p>	<p>Learning Outcome 1.1 Demonstrate mastery of the basic tools of the professional camera.</p>
	<p>Learning Outcome 1.2 Demonstrate basic lighting concepts used in professional photography.</p>
	<p>Learning Outcome 1.3 Demonstrate mastery in industry standard editing software.</p>
<p>Learning Goal 2 Mastery in critical thinking. This goal focuses on the student's ability to apply a unique solution to a practical or abstract problem. In the competitive field of professional photography, it has become apparent that it is not just knowing the technical solution to a project or assignment, but how you think.</p>	<p>Learning Outcome 2.1 Demonstrate multiple ways to solve the same problem.</p>

PROGRAM LEARNING GOAL	PROGRAM LEARNING OUTCOME
	<p>Learning Outcome 2.2 Demonstrate understanding of various alternative photographic processes.</p>
	<p>Learning Outcome 2.3 Demonstrate improvement in visual sophistication.</p>
	<p>Learning Outcome 2.4 Demonstrate understanding of social responsibility as photographer, in both print and video.</p>
<p>Learning Goal 3 Proficiency in business. The proficiency in business goal is designed to present the student photographer with the best practices of the contemporary photography industry on both a practical level and critical thinking, as they apply to business.</p>	<p>Learning Outcome 3.1 Demonstrate proficiency in business practices for the emerging photographer.</p>
	<p>Learning Outcome 3.2 Demonstrate proficiency in understanding intellectual property and copyright laws and policies.</p>
	<p>Learning Outcome 3.3 Internship within the industry.</p>
	<p>Learning Outcome 3.4 Ability to create effective marketing materials specific to their areas of interest.</p>