CURRICULUM STANDARD

Effective Term
Fall 1997
*[1997*03]*

Curriculum Program Title	**Photographic Technology**	Code	**A3028B**
Concentration	**Commercial Photography**		

Curriculum Description

Commercial Photography is a concentration under the curriculum title of Photographic Technology. This curriculum provides in-depth study of professional commercial photography. Its segments, business practices, tools, techniques, and applications are explored via demonstrations, assignments, and on-the-job internships.

Course work includes in-depth study of advertising photography and product illustration; studio and location camera techniques and lighting; model, food and architectural photography; layout specifications and art direction; corporate and stock photography; digital imaging applications; and current commercial business practices.

Graduates should be thoroughly prepared to successfully perform the duties required in entry-level positions within the commercial photography industry.

*Curriculum Requirements**

[for associate degree, diploma, and certificate programs in accordance with 23 NCAC 02E.0204 (3)]

I. General Education. Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.

II. Major Hours. AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work experience, including cooperative education, practicums, and internships, may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. *(See second page for additional information.)*

III. Other Required Hours. A college may include courses to meet graduation or local employer requirements in a certificate, diploma, or associate in applied science program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.

	AAS	**Diploma**	**Certificate**
Minimum General Education Hours	15	6	0
Minimum Major Hours	49	30	12
Other Required Hours	0-7	0-4	0-1
Total Semester Hours Credit (SHC)	**64-76**	**36-48**	**12-18**

**Within the degree program, the institution shall include opportunities for the achievement of competence in reading, writing, oral communication, fundamental mathematical skills, and basic use of computers.*

Major Hours

[ref. 23 NCAC 02E.0204 (3)]

A. Core. The subject/course core is comprised of subject areas and/or specific courses which are required for each curriculum program. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the subject/course core of the AAS program.

B. Concentration *(if applicable).* A concentration of study must include a minimum of 12 semester hours credit from required subjects and/or courses. The majority of the course credit hours are unique to the concentration. The required subjects and/or courses that make up the concentration of study are in addition to the required subject/course core.

C. Other Major Hours. Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from any prefix listed, with the exception of prefixes listed in the core or concentration. Work experience, including cooperative education, practicums, and internships, may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit.

Photographic Technology/Commercial Photography A3028B

	AAS	Diploma	Certificate
Minimum Major Hours Required	**49 SHC**	**30 SHC**	**12 SHC**
A. CORE **Required Courses:** PHO 110 Fundamentals of Photography 5 SHC **Required Subject Areas:** **Lighting. Select 3-4 SHC:** PHO 115 Basic Studio Lighting 4 SHC *or* PHO 125 Basic Object Lighting 1 SHC & PHO 126 Basic Portrait Lighting 1 SHC & PHO 135 Product Lighting 1 SHC **Large-Format Photography. Select 4 SHC:** PHO 131 View Camera 4 SHC *or* PHO 123 Large-Format Photography I 2 SHC & PHO 133 Large-Format Photography II 2 SHC	**12-13 SHC**	**NR**	
B. CONCENTRATION *Courses unique to the concentration are designated with *** PHO 132 Small-Format Photography 4 SHC ** PHO 215 Photographic Illustration 6 SHC ** PHO 229 Advertising Photography 6 SHC ** PHO 231 Commercial Portfolio Preparation 2 SHC	**18 SHC**	**18 SHC**	
C. OTHER MAJOR HOURS *To be selected from the following prefixes:* BUS, CIS, COE, CSC, GRA, GRD, PFN, and PHO *Foreign language courses (including ASL) that are not designated as approved other major hours may be included in all programs up to a maximum of 3 semester hours of credit.*			

Approved by the State Board of Community Colleges on November 13, 1996; Revised 10/30/00; SBCC Revised 5/17/02; SBCC Revised 09/21/07; SBCC Template Revised 10/17/08.