Curriculum Standard for Visual Arts: Photographic Technology

Career Cluster: Arts, Audio/Video Technology and Communications **

Cluster Description: Designing, producing, exhibiting, performing, writing, and publishing multi-media content including visual and performing arts and design, journalism, and entertainment services.

Pathway: Visual Arts

Effective Term: Summer 2019 (2019*02)

Program Majors Under Pathway

<table>
<thead>
<tr>
<th>Program Major / Classification of Instruction Programs (CIP Code)</th>
<th>Credential Level(s) Offered</th>
<th>Program Major Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photographic Technology</td>
<td>AAS/Diploma/Certificate</td>
<td>A30280</td>
</tr>
</tbody>
</table>

Pathway Description:
The Photographic Technology curriculum offers training in photographic techniques and their application in professional photographic disciplines. Students will receive comprehensive course work in one of the following subject areas: Photographic Technology, Biocommunications Photography, Photojournalism, Commercial Photography, or Portrait Studio Management.

Course work includes developing skills in the following areas: fundamentals of camera systems, lighting, photographic process, digital imaging, design, multimedia and business practices.

Graduates should qualify for entry-level jobs in the photographic industry. Employment opportunities exist in the following areas: commercial photography, photojournalism, biomedical photography, portrait photography, equipment sales, photographic laboratories, and imagining technologies depending upon courses offered and completed.

I. General Education Academic Core

[Curriculum Requirements for associate degree, diploma, and certificate programs in accordance with 1D SBCCC 400.10]: 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.

Visual Arts: Photographic Technology

Recommended General Education Academic Core

Minimum General Education Hours Required:

Courses listed below are recommended general education courses for this curriculum standard. Colleges may choose to include additional or alternative general education courses to meet local curriculum needs.

*Recommended certificate and diploma level curriculum courses. These courses may not be included in associate degree programs.

U signifies Universal General Education Transfer Component Courses (UGETC)

<table>
<thead>
<tr>
<th>Communication:</th>
<th>AAS</th>
<th>Diploma</th>
<th>Certificate</th>
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<tbody>
<tr>
<td>*COM 101 Workplace Communication</td>
<td>3 SHC</td>
<td>3 SHC</td>
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<tr>
<td>COM 110 Introduction to Communication</td>
<td>3 SHC</td>
<td>3 SHC</td>
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<tr>
<td>COM 120 Intro Interpersonal Com</td>
<td>3 SHC</td>
<td>3 SHC</td>
<td>3 SHC</td>
</tr>
<tr>
<td>COM 231 Public Speaking</td>
<td>3 SHC</td>
<td>3 SHC</td>
<td>3 SHC</td>
</tr>
<tr>
<td>*ENG 101 Applied Communications I</td>
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<td>*ENG 102 Applied Communications II</td>
<td>3 SHC</td>
<td>3 SHC</td>
<td>3 SHC</td>
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<td>ENG 110 Freshman Composition</td>
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<td>3 SHC</td>
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<tr>
<td>ENG 111 Expository Writing</td>
<td>3 SHC</td>
<td>3 SHC</td>
<td>3 SHC</td>
</tr>
<tr>
<td>ENG 112 Argument-Based Research</td>
<td>3 SHC</td>
<td>3 SHC</td>
<td>3 SHC</td>
</tr>
<tr>
<td>ENG 114 Prof Research &amp; Reporting</td>
<td>3 SHC</td>
<td>3 SHC</td>
<td>3 SHC</td>
</tr>
<tr>
<td>ENG 115 Oral Communication</td>
<td>3 SHC</td>
<td>3 SHC</td>
<td>3 SHC</td>
</tr>
<tr>
<td>ENG 116 Technical Report Writing</td>
<td>3 SHC</td>
<td>3 SHC</td>
<td>3 SHC</td>
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</table>

*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.
<table>
<thead>
<tr>
<th>Humanities/Fine Arts:</th>
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<tbody>
<tr>
<td>ART 111</td>
<td>Art Appreciation 3 SHC U</td>
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<tr>
<td>ART 114</td>
<td>Art History Survey I 3 SHC U</td>
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<tr>
<td>ART 115</td>
<td>Art History Survey II 3 SHC U</td>
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<tr>
<td>*HUM 101</td>
<td>Values in the Workplace 2 SHC</td>
<td></td>
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<tr>
<td>HUM 110</td>
<td>Technology and Society 3 SHC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HUM 115</td>
<td>Critical Thinking 3 SHC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HUM 230</td>
<td>Leadership Development 3 SHC</td>
<td></td>
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<tr>
<td>PHI 230</td>
<td>Introduction to Logic 3 SHC</td>
<td></td>
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<tr>
<td>PHI 240</td>
<td>Introduction to Ethics 3 SHC U</td>
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<thead>
<tr>
<th>Social /Behavioral Sciences:</th>
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<tbody>
<tr>
<td>ECO 151</td>
<td>Survey of Economics 3 SHC</td>
<td></td>
<td></td>
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<tr>
<td>ECO 251</td>
<td>Prin of Microeconomics 3 SHC U</td>
<td></td>
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<tr>
<td>GEO 110</td>
<td>Introduction to Geography 3 SHC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEO 111</td>
<td>World Regional Geography 3 SHC</td>
<td></td>
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</tr>
<tr>
<td>*PSY 101</td>
<td>Applied Psychology 3 SHC</td>
<td></td>
<td></td>
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<tr>
<td>*PSY 102</td>
<td>Human Relations 2 SHC</td>
<td></td>
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<tr>
<td>PSY 118</td>
<td>Interpersonal Psychology 3 SHC</td>
<td></td>
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<tr>
<td>PSY 135</td>
<td>Group Processes 3 SHC</td>
<td></td>
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<tr>
<td>PSY 150</td>
<td>General Psychology 3 SHC U</td>
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<td></td>
</tr>
<tr>
<td>*SOC 105</td>
<td>Social Relationships 3 SHC</td>
<td></td>
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</tr>
<tr>
<td>SOC 210</td>
<td>Introduction to Sociology 3 SHC U</td>
<td></td>
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<tr>
<td>SOC 215</td>
<td>Group Processes 3 SHC</td>
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<thead>
<tr>
<th>Natural Sciences/Mathematics:</th>
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<tbody>
<tr>
<td>BIO 140</td>
<td>Environmental Biology 3 SHC</td>
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<tr>
<td>BIO 160</td>
<td>Introductory Life Science 3 SHC</td>
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<tr>
<td>*MAT 101</td>
<td>Applied Mathematics I 3 SHC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAT 110</td>
<td>Mathematical Measurement 3 SHC</td>
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<tr>
<td>MAT 115</td>
<td>Mathematical Models 3 SHC</td>
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<tr>
<td>MAT 120</td>
<td>Geometry and Trigonometry 3 SHC</td>
<td></td>
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<tr>
<td>MAT 121</td>
<td>Algebra/Trigonometry I 3 SHC</td>
<td></td>
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</tr>
<tr>
<td>MAT 140</td>
<td>Survey of Mathematics 3 SHC</td>
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</tr>
<tr>
<td>MAT 151</td>
<td>Statistics I 3 SHC</td>
<td></td>
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<tr>
<td>MAT 155</td>
<td>Statistical Analysis 3 SHC</td>
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<tr>
<td>PHY 110</td>
<td>Conceptual Physics 3 SHC U</td>
<td></td>
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</tr>
<tr>
<td>PHY 121</td>
<td>Applied Physics I 4 SHC</td>
<td></td>
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</tr>
</tbody>
</table>

II. Major Hours. AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work-based learning 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. Below is a description of each section under Major Hours.

A. Technical Core. The technical core is comprised of specific courses which are required for all Program Majors under this Curriculum Standard. 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 curriculum core courses or core subject area of the AAS program.

B. Program Major(s). The Program Major must include a minimum of 12 semester hours credit from required subjects and/or courses. The Program Major is in addition to the technical 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 each prefix listed, with the exception of prefixes listed in the core.
### Visual Arts: Photographic Technology

<table>
<thead>
<tr>
<th>Minimum Major Hours Required:</th>
<th>AAS</th>
<th>Diploma</th>
<th>Certificate</th>
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</table>

#### A. Technical Core:

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHO 110</td>
<td>Fundamentals of Photography</td>
<td>5 SHC</td>
</tr>
<tr>
<td>PHO 139</td>
<td>Intro to Digital Imaging</td>
<td>2 SHC</td>
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</table>

#### Lighting. Select 3-4 SHC:

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHO 115</td>
<td>Basic Studio Lighting</td>
<td>4 SHC or</td>
</tr>
<tr>
<td>PHO 125</td>
<td>Basic Object Lighting</td>
<td>1 SHC and</td>
</tr>
<tr>
<td>PHO 126</td>
<td>Basic Portrait Lighting</td>
<td>1 SHC and</td>
</tr>
<tr>
<td>PHO 135</td>
<td>Product Lighting</td>
<td>1 SHC</td>
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</table>

#### Multimedia. Select 3 SHC:

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>PHO 143</td>
<td>Multimedia I</td>
<td>3 SHC</td>
</tr>
<tr>
<td>PHO 224</td>
<td>Multimedia Productions</td>
<td>3 SHC</td>
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</tbody>
</table>

#### Required Subject Areas (Select one subject area):

##### Photographic Technology

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHO 113</td>
<td>History of Photography</td>
<td>3 SHC</td>
</tr>
<tr>
<td>PHO 217</td>
<td>Photojournalism I</td>
<td>4 SHC</td>
</tr>
<tr>
<td>PHO 226</td>
<td>Portraiture</td>
<td>4 SHC</td>
</tr>
<tr>
<td>PHO 235</td>
<td>Commercial Photography</td>
<td>4 SHC</td>
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</table>

##### Biocommunications Photography

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>PHO 132</td>
<td>Small-Format Photography</td>
<td>4 SHC</td>
</tr>
<tr>
<td>PHO 212</td>
<td>Biocom Photojournalism</td>
<td>2 SHC</td>
</tr>
<tr>
<td>PHO 213</td>
<td>Macro Photography</td>
<td>2 SHC</td>
</tr>
<tr>
<td>PHO 218</td>
<td>Biocom Portrait Lighting</td>
<td>2 SHC</td>
</tr>
<tr>
<td>PHO 225</td>
<td>Biocom Object Lighting</td>
<td>2 SHC</td>
</tr>
<tr>
<td>PHO 230</td>
<td>Biocom Portfolio Pre</td>
<td>2 SHC</td>
</tr>
<tr>
<td>PHO 246</td>
<td>Multimedia II Biocommunication</td>
<td>3 SHC</td>
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</tbody>
</table>

##### Commercial Photography

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHO 132</td>
<td>Small-Format Photography</td>
<td>4 SHC</td>
</tr>
<tr>
<td>PHO 215</td>
<td>Photographic Illustration</td>
<td>6 SHC</td>
</tr>
<tr>
<td>PHO 229</td>
<td>Advertising Photography</td>
<td>6 SHC</td>
</tr>
<tr>
<td>PHO 231</td>
<td>Commercial Portfolio Preparation</td>
<td>2 SHC</td>
</tr>
<tr>
<td>PHO 244</td>
<td>Multimedia II Commercial Photo</td>
<td>3 SHC</td>
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##### Photojournalism

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>PHO 132</td>
<td>Small-Format Photography</td>
<td>4 SHC</td>
</tr>
<tr>
<td>PHO 217</td>
<td>Photojournalism I</td>
<td>4 SHC</td>
</tr>
<tr>
<td>PHO 227</td>
<td>Photojournalism II</td>
<td>8 SHC</td>
</tr>
<tr>
<td>PHO 232</td>
<td>Photojournalism Portfolio Preparation</td>
<td>2 SHC</td>
</tr>
<tr>
<td>PHO 243</td>
<td>Multimedia II Photojournalism</td>
<td>3 SHC</td>
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##### Portrait Studio Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>PHO 132</td>
<td>Small-Format Photography</td>
<td>4 SHC</td>
</tr>
<tr>
<td>PHO 210</td>
<td>Professional Wedding Photography</td>
<td>3 SHC</td>
</tr>
<tr>
<td>PHO 211</td>
<td>Professional Portraiture I</td>
<td>8 SHC</td>
</tr>
<tr>
<td>PHO 221</td>
<td>Professional Portraiture II</td>
<td>5 SHC</td>
</tr>
<tr>
<td>PHO 233</td>
<td>Professional Portfolio Preparation</td>
<td>2 SHC</td>
</tr>
<tr>
<td>PHO 245</td>
<td>Multimedia II Portrait Photo</td>
<td>3 SHC</td>
</tr>
</tbody>
</table>
C. Other Major Hours.
To be selected from the following prefixes:

- ART, BUS, CIS, CSC, GRD, JOU, PFN, PHO, WEB, and WBL

Up to two semester hour credits may be selected from ACA.

Up to three semester hour credits may be selected from the following prefixes: ARA, ASL, CHI, FRE, GER, ITA, JPN, LAT, POR, RUS and SPA.

III. Other Required Hours
A college may include courses to meet graduation or local employer requirements in a certificate (0-1 SHC), diploma (0-4 SHC), or an associate in applied science (0-7 SHC) 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.

IV. Employability Competencies
Fundamental competencies that address soft skills vital to employability, personal, and professional success are listed below. Colleges are encouraged to integrate these competencies into the curriculum by embedding appropriate student learning outcomes into one or more courses or through alternative methods.

A. Interpersonal Skills and Teamwork – The ability to work effectively with others, especially to analyze situations, establish priorities, and apply resources for solving problems or accomplishing tasks.

B. Communication – The ability to effectively exchange ideas and information with others through oral, written, or visual means.

C. Integrity and Professionalism – Workplace behaviors that relate to ethical standards, honesty, fairness, respect, responsibility, self-control, criticism and demeanor.

D. Problem-solving – The ability to identify problems and potential causes while developing and implementing practical action plans for solutions.

E. Initiative and Dependability – Workplace behaviors that relate to seeking out new responsibilities, establishing and meeting goals, completing tasks, following directions, complying with rules, and consistent reliability.

F. Information processing – The ability to acquire, evaluate, organize, manage, and interpret information.

G. Adaptability and Lifelong Learning – The ability to learn and apply new knowledge and skills and adapt to changing technologies, methods, processes, work environments, organizational structures and management practices.

H. Entrepreneurship – The knowledge and skills necessary to create opportunities and develop as an employee or self-employed business owner.

*An Employability Skills Resource Toolkit has been developed by NC-NET for the competencies listed above. Additional information is located at: [http://www.nc-net.info/employability.php](http://www.nc-net.info/employability.php)

**The North Carolina Career Clusters Guide was developed by the North Carolina Department of Public Instruction and the North Carolina Community College system to link the academic and Career and Technical Education programs at the secondary and postsecondary levels to increase student achievement. Additional information about Career Clusters is located at: [http://www.nc-net.info/NC_career_clusters_guide.php](http://www.nc-net.info/NC_career_clusters_guide.php) or [http://www.careertech.org](http://www.careertech.org).

Summary of Required Semester Hour Credits (SHC) for each credential:

<table>
<thead>
<tr>
<th></th>
<th>AAS</th>
<th>Diploma</th>
<th>Certificate</th>
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<tbody>
<tr>
<td>Minimum General Education Hours</td>
<td>15</td>
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<tr>
<td>Minimum Major Hours</td>
<td>49</td>
<td>30</td>
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<tr>
<td>Other Required Hours</td>
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<td>0-4</td>
<td>0-1</td>
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<tr>
<td>Total Semester Hours Credit (SHC)</td>
<td>64-76</td>
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<td>12-18</td>
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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; SBCC Revised 11/15/12; Prefix Addition 08/01/15; Editorial Revision 09/23/15; SBCC Revised 03/18/16; Editorial Revision 04/20/16; Editorial Revision 05/25/16; NCCCSO President Revised 02/18/19; CCRC Revised—Electronic Only (RISE Initiative) 10/24/19.