



**NORTH CAROLINA COMMUNITY COLLEGE SYSTEM**

*Peter Hans*  
*President*

February 18, 2019

**MEMORANDUM**

**To:** Presidents  
Chief Academic Officers

**From:** Peter Hans  
President

**Subject:** Curriculum Standard Revision Approval

Per 1D SBCCC 400.9 (b) *A revision of an existing curriculum standard shall:*

- (1) Have written concurrence by two-thirds of colleges approved to offer the curriculum program; and*
- (2) Be in alignment with criteria outlined in 1D SBCCC 400.10(e).*
- (3) The President of the North Carolina Community College System shall have the authority to approve or deny the revision of an existing curriculum standard.*

I am pleased to approve the requested revision for the following attached curriculum standard which is in compliance with 1D SBCCC 400.9 (b):

**Photographic Technology (A30280)**

An outline of the specific curriculum standard revision is attached for your convenience. You may view all curriculum standards by visiting the Academic Programs website at:

<https://www.nccommunitycolleges.edu/academic-programs/curriculum-standards>

If you have any questions concerning the curriculum standard revision, please contact Dr. Lisa Eads at 919.807.7133 or [eadsl@nccommunitycolleges.edu](mailto:eadsl@nccommunitycolleges.edu).

PH/LE/gr

c: Dr. Lisa Chapman  
Mr. Wesley E. Beddard  
Dr. Lisa Eads  
Program Coordinators

CC19-006  
Email

**Outline of Curriculum Standard Revision**

**Photographic Technology (A30280)**

**Revisions:**

- Removed PHO 216 Documentary Photography from the Required Subject Area:
- Added PHO 235 Commercial Photography in the Required Subject Area.

This curriculum standard revision will allow students to have an introduction to commercial and photojournalism to be more competitive in the workplace.

## 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

Program Major / Classification of Instruction Programs (CIP) Code	Credential Level(s) Offered	Program Major Code
Photographic Technology	CIP Code 10.0201	AAS/Diploma/Certificate
		A30280

### 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 imaging 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 400.97(3)]: 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	AAS	Diploma	Certificate																																																																								
<b>Minimum General Education Hours Required:</b>	<b>15 SHC</b>	<b>6 SHC</b>	<b>0 SHC</b>																																																																								
<p><i>Courses listed below are <b>recommended</b> general education courses for this curriculum standard. Colleges may choose to include additional or alternative general education courses to meet local curriculum needs.</i></p> <p><i>*Recommended certificate and diploma level curriculum courses. These courses may <u>not</u> be included in associate degree programs.</i></p> <p><i>U signifies Universal General Education Transfer Component Courses (UGETC)</i></p> <p><b>Communication:</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">*COM</td> <td style="width: 10%;">101</td> <td style="width: 40%;">Workplace Communication</td> <td style="width: 10%;">3 SHC</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> </tr> <tr> <td>COM</td> <td>110</td> <td>Introduction to Communication</td> <td>3 SHC</td> <td></td> <td></td> </tr> <tr> <td>COM</td> <td>120</td> <td>Intro Interpersonal Com</td> <td>3 SHC</td> <td></td> <td></td> </tr> <tr> <td>COM</td> <td>231</td> <td>Public Speaking</td> <td>3 SHC</td> <td style="text-align: center;">U</td> <td></td> </tr> <tr> <td>*ENG</td> <td>101</td> <td>Applied Communications I</td> <td>3 SHC</td> <td></td> <td></td> </tr> <tr> <td>*ENG</td> <td>102</td> <td>Applied Communications II</td> <td>3 SHC</td> <td></td> <td></td> </tr> <tr> <td>ENG</td> <td>110</td> <td>Freshman Composition</td> <td>3 SHC</td> <td></td> <td></td> </tr> <tr> <td>ENG</td> <td>111</td> <td>Expository Writing</td> <td>3 SHC</td> <td style="text-align: center;">U</td> <td></td> </tr> <tr> <td>ENG</td> <td>112</td> <td>Argument-Based Research</td> <td>3 SHC</td> <td style="text-align: center;">U</td> <td></td> </tr> <tr> <td>ENG</td> <td>114</td> <td>Prof Research &amp; Reporting</td> <td>3 SHC</td> <td></td> <td></td> </tr> <tr> <td>ENG</td> <td>115</td> <td>Oral Communication</td> <td>3 SHC</td> <td></td> <td></td> </tr> <tr> <td>ENG</td> <td>116</td> <td>Technical Report Writing</td> <td>3 SHC</td> <td></td> <td></td> </tr> </table>	*COM	101	Workplace Communication	3 SHC			COM	110	Introduction to Communication	3 SHC			COM	120	Intro Interpersonal Com	3 SHC			COM	231	Public Speaking	3 SHC	U		*ENG	101	Applied Communications I	3 SHC			*ENG	102	Applied Communications II	3 SHC			ENG	110	Freshman Composition	3 SHC			ENG	111	Expository Writing	3 SHC	U		ENG	112	Argument-Based Research	3 SHC	U		ENG	114	Prof Research & Reporting	3 SHC			ENG	115	Oral Communication	3 SHC			ENG	116	Technical Report Writing	3 SHC			<b>6 SHC</b>	<b>3-6 SHC</b>	<b>Optional</b>
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*\*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.*

<b>Humanities/Fine Arts:</b>							
ART	111	Art Appreciation	3 SHC	U			
ART	114	Art History Survey I	3 SHC	U			
ART	115	Art History Survey II	3 SHC	U			
*HUM	101	Values in the Workplace	2 SHC		<b>3 SHC</b>	<b>0-3 SHC</b>	<b>Optional</b>
HUM	110	Technology and Society	3 SHC				
HUM	115	Critical Thinking	3 SHC				
HUM	230	Leadership Development	3 SHC				
PHI	230	Introduction to Logic	3 SHC				
PHI	240	Introduction to Ethics	3 SHC	U			
<b>Social /Behavioral Sciences:</b>							
ECO	151	Survey of Economics	3 SHC				
ECO	251	Prin of Microeconomics	3 SHC	U			
GEO	110	Introduction to Geography	3 SHC				
GEO	111	World Regional Geography	3 SHC		<b>3 SHC</b>	<b>0-3 SHC</b>	<b>Optional</b>
*PSY	101	Applied Psychology	3 SHC				
*PSY	102	Human Relations	2 SHC				
PSY	118	Interpersonal Psychology	3 SHC				
PSY	135	Group Processes	3 SHC				
PSY	150	General Psychology	3 SHC	U			
*SOC	105	Social Relationships	3 SHC				
SOC	210	Introduction to Sociology	3 SHC	U			
SOC	215	Group Processes	3 SHC				
<b>Natural Sciences/Mathematics:</b>							
BIO	140	Environmental Biology	3 SHC				
BIO	160	Introductory Life Science	3 SHC				
*MAT	101	Applied Mathematics I	3 SHC				
MAT	110	Mathematical Measurement	3 SHC				
MAT	115	Mathematical Models	3 SHC		<b>3 SHC</b>	<b>0-3 SHC</b>	<b>Optional</b>
MAT	120	Geometry and Trigonometry	3 SHC				
MAT	121	Algebra/Trigonometry I	3 SHC				
MAT	140	Survey of Mathematics	3 SHC				
MAT	151	Statistics I	3 SHC				
MAT	155	Statistical Analysis	3 SHC				
PHY	110	Conceptual Physics	3 SHC	U			
PHY	121	Applied Physics I	4 SHC				

**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.

<b>Visual Arts: Photographic Technology</b>	<b>AAS</b>	<b>Diploma</b>	<b>Certificate</b>
<b>Minimum Major Hours Required:</b>	<b>49 SHC</b>	<b>30 SHC</b>	<b>12 SHC</b>
<b>A. Technical Core:</b> PHO 110 Fundamentals of Photography 5 SHC PHO 139 Intro to Digital Imaging 2 SHC  <b>Lighting. Select 3-4 SHC:</b> PHO 115 Basic Studio Lighting 4 SHC <i>or</i> PHO 125 Basic Object Lighting 1 SHC <i>and</i> PHO 126 Basic Portrait Lighting 1 SHC <i>and</i> PHO 135 Product Lighting 1 SHC  <b>Multimedia. Select 3 SHC:</b> PHO 143 Multimedia I 3 SHC PHO 224 Multimedia Productions 3 SHC  <b>Required Subject Areas (Select one subject area):</b>  <b>Photographic Technology</b> PHO 113 History of Photography 3 SHC PHO 217 Photojournalism I 4 SHC PHO 226 Portraiture 4 SHC PHO 235 Commercial Photography 4 SHC  <b>Biocommunications Photography</b> PHO 132 Small-Format Photography 4 SHC PHO 212 Biocom Photojournalism 2 SHC PHO 213 Macro Photography 2 SHC PHO 218 Biocom Portrait Lighting 2 SHC PHO 225 Biocom Object Lighting 2 SHC PHO 230 Biocom Portfolio Pre 2 SHC PHO 246 Multimedia II Biocommunication 3 SHC  <b>Commercial Photography</b> 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 PHO 244 Multimedia II Commercial Photo 3 SHC  <b>Photojournalism</b> PHO 132 Small-Format Photography 4 SHC PHO 217 Photojournalism I 4 SHC PHO 227 Photojournalism II 8 SHC PHO 232 Photojournalism Portfolio Preparation 2 SHC PHO 243 Multimedia II Photojournalism 3 SHC  <b>Portrait Studio Management</b> PHO 132 Small-Format Photography 4 SHC PHO 210 Professional Wedding Photography 3 SHC PHO 211 Professional Portraiture I 8 SHC PHO 221 Professional Portraiture II 5 SHC PHO 233 Professional Portfolio Preparation 2 SHC PHO 245 Multimedia II Portrait Photo 3 SHC	<b>28-39 SHC</b>		

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.

### 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>

\*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>.

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

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