Code # COM15(Rev)

**New/Special Course Proposal-Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

|  |
| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

AD 3193

2. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Advanced Photography

3. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture and Lab

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard Letter

5. Is this course dual listed (undergraduate/graduate)?

NO

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

7. Brief course description (40 words or fewer) as it should appear in the bulletin.

An in-depth examination of the uses of natural and artificial lighting, lenses, cameras, studios, and other elements needed for professional photography in advertising, promotion, portraits, sports and other environments. Emphasis placed on the business of photography.

8. Indicate all prerequisites and if this course is restricted to a specific major, which major. (If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

a. Are there any prerequisites?

JOUR 3043

b. Why?

The prerequisite course ensures that students have the background and fundamentals necessary to be successful in this course. It is assumed that students in this course understand the basics of camera operations (f-stops, shutter speeds, lens openings, depth of field, use of flash, etc.) and composition theory. Using this knowledge they can move forward to a more in-depth look at what professionals can do using these basics to provide high-quality professional work.

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Fall

10. Contact Person (Name, Email Address, Phone Number)

Dr. Gil Fowler, ex: 3075

11. Proposed Starting Term/Year

Spring 2014

12. Is this course in support of a new program? NO

If yes, what program?

Enter text...

13. Does this course replace a course being deleted? NO

If yes, what course?

Enter text...

Has this course number been used in the past? NO

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? NO

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

15. Justification should include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course will provide students with the necessary professional skills to be involved in professional photography. The skills sets focused on in this course will cross content boundaries in areas including advertising, promotion, sports, news, and public relations. This course will also focus on basic business principles as they relate to the field of professional photography

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

This course helps to fulfill the professional mission of the college of media and communication by empowering students with the necessary skills and abilities to operate in the professional space of photography as it relates to a wide range of communication based contexts.

c. Student population served.

This course is designed to benefit students majoring the college of media and communication although any student meeting the prerequisites of this course will be allowed to sign up.

d. Rationale for the level of the course (lower, upper, or graduate).

The advanced nature of the instruction in this course dictates that it be taught as an upper level course offering. Specifically, this course seeks to increase the student’s level of understanding and practice to a high level of professional proficiency.

16. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1: Introduction. The challenge of lighting; Careers and challenges. Read Hunter, Fuqua and Biver, Chap. 1. Assignment:

critique of lighting in print and on-line media.

Week 2: Metering, balance. Equipment and budgets. Choosing the proper equipment for an assignment. Read Hunter, Fuqua and

Biver, Chap. 2. Assignment: equipment and budget for a real assignment you might do.

Weeks 3, 4: Flashes. Read Hunter, Fuqua and Biver, Chap. 3-4. Assignment: flash photos

Week 5-6: Portraits and studio lighting. Read Hunter, Fuqua and Biver, Chap. 5. Assignment: Studio portrait

Week 7: Location shooting. Read Hunter, Fuqua and Biver, Chap. 10-11. Assignment: Location shoot.

Week 8: Review, Midterm Exam

Week 9: Pre-press and digital presentation. Photo editing. Read Hunter, Fuqua and Biver, Chap. 13-14.

Week 10: Advertising and editorial illustration. Assignment: Photo illustration

Weeks 11-14: Law, ethics and diversity. Work on final project: studio on-line project portfolio and develop a business plan.

Week 15: Final Presentation

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Professional Portfolio

Professional ethics and photography essay

The legalities of photography essay

Mid-term exam

Final Exam

18. Special features (e.g. labs, exhibits, site visitations, etc.)

N/A

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

No additional resources are needed to teach this course

20. What is the primary intended learning goal for students enrolled in this course?

Students will gain a deeper understanding both functionally and theoretically in both technological and professional issues experienced in the context of advanced professional photography.

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

**Light Science and Magic: An Introduction to Photographic Lighting; 4th Edition, Fil Hunter, Paul Fuqua, Steven Biver,**

Elsevier Science & Technology, 2011

b. Number of pages of reading required per week: 20-30 weekly

c. Number of pages of writing required over the course of the semester: 25-40

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Students will take professional quality photographs.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Field experience, lecture, course readings

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Students will create a synoptic photographical portfolio that will be graded by a rubric.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Students will demonstrate a proficient level of understanding of legal issues as they relate to professional photography.

Learning Activity:

Lecture, course readings

Assessment Tool:

Students will write a 3-6 page descriptive essay dealing with legal issues related to professional photography. This essay will be graded with a rubric.

**Outcome #3**:

Students will understand ethical issues related to the field of professional photography.

Learning Activity:

Lecture, course readings

Assessment Tool:

Students will write a 3-6 page essay dealing with ethical issues related to professional photography. This essay will be graded with a rubric.

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

Paste bulletin pages here...