

**Program and Core Objectives Summary**  
**Photography Technology**  
 May 2005

OBJECTIVE TYPE & No.	OBJECTIVE DESCRIPTION	FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT
<b>Core 1</b>	Effectively communicate electronically, verbally, and in writing	70% or higher on essay portfolio in ENGL 1113 Freshman Comp I, research paper in ENGL 1213 Freshman Comp II, or persuasive speech in SPCH 1113 Speech	70% or higher on all assignments in Photojournalism PHO 1353
<b>Core 2</b>	Demonstrate logical, systematic problem-solving techniques	[1] 70% or higher on complete set of coursework and exams in any math course [2] 70% or higher on all assignments in Studio II PHO 2513	70% or higher on Photography Workbook in Capstone PHO 2696
<b>Core 3</b>	Develop and display a sense of personal, social and professional ethics	[1] 70% or higher on Professional Interview/Code of Ethics Analysis during PHIL 1213 Ethics [2] 70% or higher on all assignments in Adv. Black and White Photography PHO 1323	70% or higher on Photography Workbook in Capstone PHO 2696
<b>Core 4</b>	Explain the cultural heritage and primary elements of the history and government of the U.S. and its people, especially as it impacts one's industry or field of study	[1] 70% or higher on complete set of coursework and exams in US History to 1865 HIST 1483 or US History from 1865 HIST 1493 or POLS 1113 US Government [2] 70% or higher on Final Project in Photojournalism PHO 1353	70% or higher on "Attitude and Work Ethic" portion of faculty Graduate Award grading sheet in Capstone PHO 2696
<b>Core 5</b>	Access and use technology appropriate to one's industry of field of study	[1] 70% or higher on Final Skills Exam in Photographic Layout and Design PHO 1233 [2] 70% or higher on all assignments in Digital Photography PHO 2313	70% or higher on "Digital Imaging" portion of faculty Graduate Award grading sheet in Capstone PHO 2696
<b>Program 1</b>	Analyze, select and employ appropriate papers and chemistry to produce photographic prints of professional reproduction grade quality	[1] 70% or higher on all assignments in Adv. Black and White Photography PHO 1323 [2] 70% or higher on all assignments in Studio I PHO 1313	70% or higher on "Printing/Exposure" portion of faculty Graduate Award grading sheet in Capstone PHO 2696
<b>Program 2</b>	Define and identify artificial and ambient light characteristics while demonstrating the ability to operate studio and location lighting equipment in a safe manner	70% or higher on all assignments in Editorial Portraiture PHO 2513	70% or higher on the "lighting" portion of the faculty Graduate Award grading sheet in Capstone PHO 2696
<b>Program 3</b>	Demonstrate the ability to analyze lighting requirements for a variety of subject matter and employ the appropriate modifiers to control specularly, true tonality and shadow	70% or higher on all assignments in Studio II PHO 2413	70% or higher on the "lighting" portion of the faculty Graduate Award grading sheet in Capstone PHO 2696
<b>Program 4</b>	Demonstrate the ability to conceptualize, organize, plan and execute photographic projects	70% or higher on the final assignment in Darkroom I PHO 1123	70% or higher on the Photography Workbook in Capstone PHO 2696
<b>Program 5</b>	Discriminate and assume behaviors that enhance presentation and interview skills	70% or higher on presentations and critiques in: [1] Portrait Photography PHO 2423; and [2] Adv. Black and White Photography PHO 1323	70% or higher on Call Reports from job interviews in Capstone PHO 2696

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<b>Program 6</b>	Demonstrate the ability to appraise and critique photographs from a broad genre	70% or higher on presentations and critiques in: [1] Portrait Photography PHO 2423; and [2] Adv. Black and White Photography PHO 1323	Completion of faculty portfolio review
<b>Program 7</b>	Develop a working vocabulary of photographic industry specific nomenclature	70% or higher on final written exam in Studio I PHO 1313	70% or higher on “camera techniques” portion of faculty Graduate Award grading sheet in Capstone PHO 2696
<b>Program 8</b>	Identify, operate and maintain small, medium and large format camera systems, including analyzing and rectifying operational problems with camera systems	70% or higher on six out of eight assignments in Studio I PHO 1313	70% or higher in Capstone PHO 2696
<b>Program 9</b>	Combine and employ rules of composition, photographic design principals and depth relationships while analyzing and solving difficult compositional challenges to create high impact photographic images	70% or higher in Photographic Design PHO 2523	71% or higher on “Design and creativity” portion of faculty Graduate Award grading sheet in Capstone PHO 2696
<b>Program 10</b>	Work effectively as a team	70% or higher on Graphic Design product assignment in Studio II PHO 2413	70% or higher on Internship in PHO 2803
<b>Program 11</b>	Demonstrate the ability to calculate proper exposure using reflective and incident light meters while analyzing challenging lighting and subject conditions	70% or higher on all assignments in: [1] Adv. Black & White Photography PHO 1323 [2] Studio I PHO 1313	70% or higher on “printing/exposure” portion of the faculty Graduate Award grading sheet in Capstone PHO 2696
<b>Program 12</b>	Apply interpersonal and leadership skills that value diversity among people and promote the achievement of personal and industry goals	70% or higher on the career research project in Cornerstone in GTGE 1111	70% or higher on Internship in PHO 2803
<b>Program 13</b>	Analyze, select and employ appropriate film and chemistry to produce processed photographic film according to professional standards	70% or higher on all assignments in: [1] Adv. Black & White Photography PHO 1323 [2] Studio I PHO 1313	70% or higher on “printing/exposure” portion of the faculty Graduate Award grading sheet in Capstone PHO 2696
<b>Program 14</b>	Follow safety policies and procedures as defined by industry	70% or higher on all assignments in: Adv. Black & White Photography PHO 1323	70% or higher in all areas of the faculty Graduate Award grading sheet in Capstone PHO 2696

*Note: Assessments in yellow areas are conducted in Arts & Sciences. Assessments in gray areas are conducted in Visual Communications.*