



**The Art Institutes
International-Kansas CitySM**

Catalog Addendum
Photography
Bachelor of Art

Effective October 1, 2009

Photography – Bachelor of Arts

The Bachelor's degree in photography reflects both the breadth of skills needed by students to meet the demands of a rapidly changing marketplace and the continued impact of technology on commercial photography. This course of study builds a strong technical and creative foundation by increasing the student's level of skill in areas such as digital color management, digital asset management, lighting, composition, and image manipulation. Students supplement this foundation by developing their expertise in a range of related skills in web and video. Courses in advertising campaign, business of photography, marketing, and special topics round out the program and enhance a student's marketability. Photography combines the artistry and the expertise needed to present the images we see in newspapers and books, and on billboards and websites. It involves composition and light, plus a wide array of technical skills which include using digital-imaging software. It all comes together in the areas of commercial photography, electronic imaging and photojournalism. Whether the work is done in a studio or on the street, the range of photography jobs and venues is extensive. Wherever you land, you'll have the opportunity to communicate with compelling visual images.

Students studying this field at The Art Institutes International – Kansas City leave prepared to enter the field in an entry-level position such as digital retoucher, production assistant, or photographer's assistant.

The general objectives for the program are:

- Learn the principles of photography
- Use small, medium, and large-format cameras
- Apply principles of lighting
- Learn the basics of digital capture
- Make digital prints and apply color management
- Utilize imaging software
- Gain proficiency in location and studio lighting

<i>Course No.</i>	<i>Course Name</i>	<i>Lecture Hours</i>	<i>Lab Hours</i>	<i>Externship/Contact</i>	<i>Credit</i>
Quarter 1					
CG110	Computer Applications	22	22	44	3
AR111	Fundamentals of Design	22	22	44	3
AR101	Fundamentals of Drawing	22	22	44	3
PH134	History of Photography I	44	0	44	3
ENG101	English Composition	44	0	44	4
Quarter 2					
AR131	Principles of Photography	22	22	44	3
PH132	Digital Image Illustration I	22	22	44	3
PH236	History of Photography II	44	0	44	3
MW125	Fundamentals of Marketing	44	0	44	3
MAT104	College Algebra	44	0	44	4
Quarter 3					
PH133	Lighting	22	22	44	3
PH130	Color Management	22	22	44	3
PH123	Large-format Photography	22	22	44	3
PH135	Printing	22	22	44	3
ARH107	Art History	44	0	44	4
Quarter 4					
PH140	Advanced Lighting	22	22	44	3
PH150	Photojournalism	22	22	44	3
PH231	Digital Image Illustration II	22	22	44	3
PH232	Photographic Materials and Processes	22	22	44	3
HUM100	Sensory Language & Culture	44	0	44	4
Quarter 5					
VP111	Video Camera & Lighting	22	22	44	3
DF211	Fundamentals of Editing	22	22	44	3
PH240	Studio Photography	22	22	44	3
PH234	Digital Publishing	22	22	44	3
PSY261	Psychology	44	0	44	4
Quarter 6					
PH233	Advertising/Art Direction	22	22	44	3
PH235	Location Photography	22	22	44	3
PH255	Editorial Photography	22	22	44	3
COM201	Speech	44	0	44	4
	General Education Elective	44	0	44	3
Quarter 7					
PH243	Architectural Photography	22	22	44	3
PH250	Corporate/Industrial Photography	22	22	44	3
PH331	Photo Criticism	22	22	44	3

PH245 Portraiture	22	22	44	3
PHI201 Critical Thinking	44	0	44	4
Quarter 8				
PH335 Photographic Design	22	22	44	3
PH332 Photo Essay	22	22	44	3
PH333 Advertising Campaign	22	22	44	3
PH349 Creative Concepts	22	22	44	3
SOC211 Social Cultural Expression	44	0	44	4
Quarter 9				
PH341 Business of Photography	22	22	44	3
PH343 Survey of Photography	22	22	44	3
PH350 Special Topics I	22	22	44	3
PH336 Portfolio Exploration	22	22	44	3
HIS301 U.S. History	44	0	44	4
Quarter 10				
PH432 Business Operations and Management	44	0	44	3
PH435 Web Photographic Portfolio	22	22	44	3
PD400 Career Development	44	0	44	3
PH352 Special Topics II	22	22	44	3
General Education Elective	44	0	44	3
Quarter 11				
PH430 Exhibition Printing	22	22	44	3
PH433 Portfolio Refinement	22	22	44	3
PH450 Special Topics III	22	22	44	3
ENG320 World Literature	44	0	44	4
Quarter 12				
<i>EX400 Externship++</i>	0	0	90	3
<i>PH410 Photograph Design Studio++</i>	22	22	44	3
PH455 Portfolio Thesis/Exhibition	22	22	44	3
PHI421 Ethics	44	0	44	4
ENV411 Environmental Science	44	0	44	4
<i>++ = Program Elective</i>				
Totals with Externship Elective	1650	858	2598	186
Totals without Externship Elective	1672	880	2552	186

CORE COURSE DESCRIPTIONS

AR101 FUNDAMENTALS OF DRAWING

3 Credits

Prerequisite: None

Visual awareness is expanded through the observation and translation of three-dimensional forms into two-dimensional drawings. Starting with simple forms and progressing to more complex organic forms, students will increase their skill levels in construction techniques, composition, and line quality.

AR111 FUNDAMENTALS OF DESIGN

3 Credits

Prerequisite: None

The creative process is introduced using the visual elements of art to provide the student with a firm, workable foundation in design. This class is fundamental in learning how to make appropriate design decisions while organizing visual space. A variety of concepts, materials, and techniques are used to investigate the aesthetic, scientific, and psychological properties of design.

AR131 PRINCIPALS OF PHOTOGRAPHY

3 Credits

Prerequisite: None

This course introduces beginning students to the technical aspects of photography. Students complete photographic assignments related to basic camera operation and exposure control through the use of traditional and digital photographic techniques. This course does not include darkroom experience.

CG110 COMPUTER APPLICATIONS

3 Credits

Prerequisite: None

This course introduces students to the basic operation of computer hardware. File management and storage, basic word processing, spreadsheet, and database techniques are explored. The use of scanners, printers, external drives and other equipment will be examined. Students will also be introduced to the Internet as a research and networking tool.

DF211 FUNDAMENTALS OF EDITING

3 Credits

Pre-requisite or Co-requisite: VP111 Video Camera & Lighting Techniques

Students are introduced to various editing processes including cuts-only, A/B roll, offline, and non-linear editing. Students also learn project management, how the editing process begins in program design and pre-production, and how it continues through production to the final edit.

EX400 EXTERNSHIP

3 Credits

Prerequisites: Completed nine quarters of study; A CGPA of 3.0 for Advertising, Graphic Design, Web Design & Interactive Media or 2.8 CGPA for Digital Filmmaking & Video Production, Fashion Marketing, and Photography and/or Academic Director approval. Culinary Arts student must have completed none quarters and/or Academic Director approval.

Students may choose as an elective to participate in an externship program by working part-time with cooperating employers. Field experience in the student's area of interest is gained by applying competencies learned in previous courses. Coordinated by Career Advisors, administered by Academic

Directors, and evaluated by Faculty advisors, the experience enhances the student's overall understanding of his/her chosen field.

MW125 FUNDAMENTALS OF MARKETING

3 Credits

Prerequisite: None

This course addresses the fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.

PD400 CAREER DEVELOPMENT

3 Credits

Prerequisite: 10th quarter of study or higher or Academic Director Approval

This course gives bachelor students an opportunity to study chosen career fields in detail. Through careful research, in-depth interviews, and personal explorations, students will become acquainted with the industry employers relevant to their programs of study. They will prepare for job interviews, salary negotiations, benefits analyses, and other job-related topics. Students will enhance their presentation skills and build confidence in their job-search capabilities, as they get ready to step into the career for which their studies readied them.

PH123 LARGE-FORMAT PHOTOGRAPHY

3 credits

Prerequisite: AR131 Principles of Photography

Working individually and in teams, students will utilize large format cameras both in the studio and on location, working with various light sources. Students will develop a frame of reference for their own work by examining the effective and ineffective characteristics in various examples of art and design.

PH130 COLOR MANAGEMENT

3 credits

Prerequisite: AR131 Principles of Photography

Students learn and apply the techniques of digital color management to photographic production. Students build and apply color profiles for input and output devices.

PH132 DIGITAL IMAGE ILLUSTRATION I

3 credits

Prerequisite: CG110 Computer Applications

In this course the student will apply the digital image manipulation process to their work, demonstrating strong research, concept, and execution through the use of advanced raster-image software.

PH133 LIGHTING

3 credits

Prerequisite: AR131 Principles of Photography

In this course, students will be introduced to the basic concepts and principles of lighting for photography. Fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image.

PH134 HISTORY OF PHOTOGRAPHY I

3 credits

Prerequisite: None

This class increases the students understanding of the history of photography through the discussion of recognized photographer's and their influences on society. This course provides a framework for critically considering photographs through describing, interpreting, evaluating and theorizing. Students are expected to write papers and review exhibitions.

PH135 PRINTING

3 credits

Prerequisite: AR131 Principles of Photography

This course will prepare students to execute a variety of output methods commensurate with industry needs. Students will refine proficiencies in digital file preparation, resolution selection, print-profiling, paper selection and soft-proofing techniques.

PH140 ADVANCED LIGHTING

3 credits

Prerequisite: PH133 Lighting

This course expands on the Lighting course, with an emphasis on lighting for products and people in both the studio and on location. Introduction to the necessary and correct utilization of electronic flash and lighting tools in the studio and on location are covered.

PH150 PHOTOJOURNALISM

3 credits

Prerequisite: AR131 Principles of Photography

In this course, students will obtain an accurate picture of photojournalism as presented by seasoned professionals. Emphasis is placed on creativity, content, gathering of information, and layout. Students will learn that this field is one that requires dedication and drive. They will be shown examples of photojournalism and will be required to produce their own renditions of the picture sturdy, magazine covers, and page layouts for all types of print media.

PH231 DIGITAL IMAGE ILLUSTRATION II

3 credits

Prerequisite: PH132 Digital Image Illustration I

In this course the student demonstrates advanced research, conceptual development, and execution through the use of industry standard raster-image software. The student applies conceptual and photographic skills to create innovative and compelling visual composites, which portray the visual message of the concept.

PH232 PHOTOGRAPHIC MATERIALS AND PROCESSES

3 credits

Prerequisite: PH134 History of Photography I

Explore various traditional and non-traditional methods of photographic image-making, including testing and production procedures while manipulating the photographic image to produce images that define a concept.

PH233 ADVERTISING/ART DIRECTION

3 credits

Prerequisite: PH240 Studio Photography

The specific needs of a variety of manufacturing and retail clients are examined and photographic solutions are developed in this course. Students create photographs meeting specific market and media needs.

PH234 DIGITAL PUBLISHING

3 credits

Prerequisite: PH132 Digital Image Illustration I

An introduction to typography, layout and digital publishing. This course will examine the fundamentals of typography and layout for publication and web design. Students will explore practical application and use of fundamental typography, layout and digital publishing skills through the use of current software packages.

PH235 LOCATION PHOTOGRAPHY

3 credits

Prerequisite: PH123 Large-Format Photography

This course explores the special needs of location photography. The planning and logistics of shooting on location are covered. Transportation, scouting, permits and billing, in addition to lighting, metering, and other photographic controls will be demonstrated in a variety of assignments related to fashion, portraiture, still life, product, stock, and architectural photography. Students work alone and in teams, thus sharing a number of photographic and support roles.

PH236 HISTORY OF PHOTOGRAPHY II

3 credits

Prerequisite: PH134 History of Photography I

This course will examine the emerging photographic styles and perspectives of a new generation of photographers reacting to the cultural revolution of the 60's and 70's; the eruption in the 80's of Post-Modernism and Critical Theory; and the digital revolution of the 90's. Students will further examine contemporary issues focusing on the theoretical swing from Post-Modernism back to Modernist practices. Lastly, students will look at the popular trend of using alternative processes from the nineteenth century.

PH240 STUDIO PHOTOGRAPHY

3 credits

Prerequisite: PH140 Advanced Lighting

The challenges of studio photography are studied via a variety of assignments that require students to photographically render various subjects with the appropriate clarity and artistry dictated by the assignment criteria.

PH243 ARCHITECTURAL PHOTOGRAPHY

3 credits

Prerequisite: PH235 Location Photography

In this course students examine architectural photography, including the planning, lighting and photographing of interiors and exteriors. Students use cameras and software to control perspective and mixed lighting conditions.

PH245 PORTRAITURE

3 credits

Prerequisite: PH235 Location Photography

Workshops and critiques enable the student to learn basic portrait techniques applicable to general portraiture and consumer, corporate, advertising, and editorial photography. Course emphasis is on classical portraiture with attention given to the use of lighting, posing, and facial view to create a flattering portraiture.

PH250 CORPORATE/INDUSTRIAL PHOTOGRAPHY

3 credits

Prerequisite: PH235 Location Photography

Students explore the special needs and challenges of the corporate and industrial photographer through a wide variety of assignments that these photographers are called on to execute. Students will shoot and produce assignments related to annual reports that will include executive portraiture, corporate-events, architectural and product photography.

PH255 EDITORIAL PHOTOGRAPHY

3 credits

Prerequisite: PH150 Photojournalism

In this course students will learn to photograph "people" featured in advertising and editorial layouts. Specific subjects covered are the fields of fashion, advertising design, and Marketing with concentration on editorial portraits through completion of studio location projects.

PH331 PHOTO CRITICISM

3 credits

Prerequisite: PH236 History of Photography II

This course will offer an in depth study into photographic criticism. To assist students in developing a vocabulary for critically analyzing photographs, they will look carefully at contemporary critical thought. Further study will examine how personal beliefs and cultural values are expressed and represented in photography.

PH332 PHOTO ESSAY

3 credits

Prerequisite: PH255 Editorial Photography

In this course, the student will develop extended photographic narratives. This course will carry the student through the process of producing sets of imagery that conveys a story or ideas that have little written narrative support. Photographs will be analyzed not only for their stand-alone creative content, but for their ability to introduce transition and conclude a picture story with maximum visual effect. The success of the essay will be through historical and cultural context, in-depth research and methods of project development.

PH333 ADVERTISING CAMPAIGN

3 credits

Prerequisite: PH233 Advertising/Art Direction

Students analyze successful advertising campaigns, and produce, edit and critique their own advertising campaign.

PH335 PHOTOGRAPHIC DESIGN

3 credits

Prerequisite: PH236 History of Photography II

This course requires students to demonstrate their ability to define and solve advanced design problems. Students will analyze the characteristics and purposes of various problems and then offer clear and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately.

PH336 PORTFOLIO EXPLORATION

3 credits

Prerequisite: PH332 Photo Essay

Students begin the portfolio process by exploring creative and professional possibilities to determine a direction for their work that forms the foundation for their graduate portfolio. Students investigate industry standards and current trends in portfolio presentation.

PH340 CREATIVE CONCEPTS

3 credits

Prerequisite: None

This course concentrates upon the exploration of image concepts, content, symbolism, and narrative potential of photography. Students will be challenged to develop a wider understanding of possible photographic solutions to problems of communication and self-expression.

PH341 BUSINESS OF PHOTOGRAPHY

3 credits

Prerequisite: None

In The Business of Photography students learn the basic concepts and principles of running a photographic-related business. Emphasis is placed on the legal and pricing aspects that are specific to the photographic industry.

PH343 SURVEY OF PHOTOGRAPHY

3 credits

Prerequisite: None

In this course, students receive an over view of the photographic industry, including specialty fields available to professional photographers and a history of these fields. A working knowledge of these career fields will be obtained through lectures presented by working professionals and field trips to business locations.

PH350 SPECIAL TOPICS I

3 credits

Prerequisite: Approval Academic Director

Lectures, demonstrations and field trips presented by resident faculty and guest professionals allow students to explore special topics and developments in photography.

PH352 SPECIAL TOPICS II

3 credits

Prerequisite: Approval of Academic Director

Lectures, demonstrations and field trips presented by resident faculty and guest professionals allow students to explore special topics and developments in photography.

PH410 PHOTOGRAPHY DESIGN STUDIO

3 credits

Prerequisite: Academic Director Approval

In order to be enrolled in this course, a student must submit three to five pieces of original photography produced in previous courses, a letter of interest, and current grades/attendance records for review. A small group of students are chosen from the pool of candidates and work as a team of designers. The class projects are drawn from the community outreach program coordinated by the Academic Director. The projects vary from quarter to quarter and always include direct contact and collaboration with clients.

PH430 EXHIBITION PRINTING

3 credits

Co-requisite: PH433 Portfolio Refinement

In this laboratory class, participants will produce final portfolio prints as well as final exhibition prints of gallery quality. Special attention will be paid to quality control as demonstrated in tonal and color control, archival preparation and gallery-quality presentation.

PH432 BUSINESS OPERATIONS AND MANAGEMENT

3 credits

Prerequisite: None

Important business management skills and a range of practical, legal, and ethical issues for the self-employed professional photographer form the basis of this course. Students learn how to set up a business, research potential clients and contacts, put together price lists and invoices, and gain a general recognition of client needs. Course material includes promotion, pricing, accounting, studio overhead, and the development of a business plan.

PH433 PORTFOLIO REFINEMENT

3 credits

Co-requisite: PH430 Exhibition Printing

In this class students continue to refine and edit their work in a continuation of the portfolio process. Students more clearly articulate visually and verbally the underlying themes in their work.

PH435 WEB PHOTOGRAPHIC PORTFOLIO

3 credits

Prerequisite: PH132 Digital Image Illustration

Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. Students will acquire the skills needed to develop, design and produce basic web pages

PH450 SPECIAL TOPICS III

3 credits

Prerequisite: Approval of Academic Director

Lectures, demonstrations and field trips presented by resident faculty and guest professionals allow students to explore special topics and developments in photography.

PH455 PORTFOLIO THESIS/EXHIBITION

3 credits

Prerequisite: PH433 Portfolio Refinement and PH430 Exhibition Printing

In this class students complete the portfolio process. Students assemble portfolios, web sites, resumes, marketing and self-promotion materials into a comprehensive presentation. Students participate in a thesis exhibition.

GENERAL EDUCATION COURSE DESCRIPTIONS

ARH107 ART HISTORY

4 credits

Prerequisite: None

This course presents a comparative study and comprehensive presentation of visual images and design that chronicles the socioeconomic, political, technical, and philosophical evolution of Western Civilization from ancient times to the present. Students solve assigned design problems to demonstrate their understanding of art history.

COM201 SPEECH

4 Credits

Course Prerequisite: None

Students will learn how to communicate their ideas effectively to others through oral and visual presentations. Students learn how to assimilate and present information logically and rationally, using research methodology and available resources, demonstrating professional performance.

ENG101 ENGLISH COMPOSITION

4 Credits

Course Prerequisite: None

This course emphasizes the planning, writing, and revising of compositions, including the development of critical and logical thinking skills. Essays demonstrate expressive and informative writing, as well as analytical, evaluative, and persuasive writing.

ENG320 WORLD LITERATURE

4 credits

Prerequisite: ENG101 English Composition

This course expands and refines the objectives of English Composition. It emphasizes critical and logical thinking skills, reading comprehension, problem definition, research strategies, as well as analytical, evaluative, and/or persuasive writing.

ENV411 ENVIRONMENTAL SCIENCE

4 credits

Prerequisite: None

This course is an introduction to the study of the physical environment and some of the major related issues and problems. Areas of concern include nature of the environment, climatic factors, natural resources, solid and hazardous waste, pollution, global environmental hazards, and energy production. These topics are studied in relation to population, land use, environmental ethics, decision-making, and environmental management.

HIS301 U.S. HISTORY

4 Credits

Course Prerequisite: None

This course will examine the history of the United States by exploring the origins of contemporary American culture, its institutions, and values

HUM100 SENSORY LANGUAGE AND CULTURE

4 credits

Prerequisite: None

The media revolution communicates through images and sound, as much as it does through the written word. This course, combining competencies in Humanities, Psychology and Art Survey, will introduce the student to the ways in which we experience our surroundings through sensation and perception. Strategies of interpretation and theories of visual and artistic logic will be explored.

MAT104 COLLEGE ALGEBRA

4 Credits

Course Prerequisite: None

This course includes the necessary skills to solve algebraic problems, graph algebraic functions, and simplify complex algebraic expressions.

PHI201 CRITICAL THINKING

4 Credits

Course Prerequisite: None

This course is designed to assist students in becoming more effective learners. Content focuses on identifying and developing skills, processes, and techniques for effective assimilation of knowledge. Reasoning principles for critical analysis and evaluation of thought and discourse will be explored. Students learn to apply creative and critical techniques in problem solving and decision-making.

PHI421 ETHICS

4 credits

Prerequisite: None

Students participate in an examination of human life, experience, and thought in order to discover and develop the principles and values of pursuing a more fulfilled existence. Theories designed to justify ethical judgments are applied in a selection of contemporary personal and social issues.

PSY261 PSYCHOLOGY

4 Credits

Course Prerequisite: None

This course is designed to introduce the student to the nature of psychology. Topics discussed include aspects of human development, personality theory, psychological aspects of stress, and the psychology of learning, creativity, and motivation. The course will provide, through both content and methodology, insight into human behavior and self-awareness.

SOC211 SOCIAL CULTURAL EXPRESSION

4 credits

Prerequisite: None

This course seeks to explore the history, customs, social interaction, heritage, and regionalism of a specific people. Each quarter, a different culture is selected for in-depth research and examination. Students will gain perspective on numerous aspects of a given culture and will make comparisons between that culture and their own, enabling them to develop a greater understanding of the implications of diverse processes of socialization.

***General Education Elective**

3 credits

Prerequisite: None

***General Education Elective**

3 credits

Prerequisite: None

*The following courses can be chosen to fill the General Education Elective requirement

ARH311 19th & 20th CENTURY ART

3 credits

Prerequisite: None

Students are exposed to a wide variety of artworks in the context of history, theory, and biography from 1851 to the present. This class introduces the beginnings of modernity through specific art movements including Realism, Cubism, Futurism, Surrealism, Dada, Abstract Expressionism and Pop Art.

ENV411 ENVIRONMENTAL SCIENCE

3 credits

Prerequisite: None

This course is an introduction to the study of the physical environment and some of the major related issues and problems. Areas of concern include nature of the environment, climactic factors, natural resources, solid and hazardous waste, pollution, global environmental hazards, and energy production. These topics are studied in relation to population, land use, environmental ethics, decision making, and environmental management.

ENG401 CREATIVE WRITING

3 credits

Prerequisite: None

In this course students will address the technical components and structure of the creative writing process, from the stimulation of imagination through the final editing stages. Formality and aesthetics will be combined in the creation of original works using various formats. Workshops, including discussion, interpretation and creative and critical written response, are emphasized.

HIS450 JAPANESE POP CULTURE

3 credits

Prerequisite: None

The development of popular entertainment owes much to Japanese myths, icons, heroes, and institutions as represented in Japanese popular culture from the late nineteenth century to the present. Students examine the history of these art forms through popular novels, film, radio programs, songs, and television.

HUM211 FILM AND SOCIETY

3 credits

Prerequisite: None

This course examines twentieth-century culture and society through film. Students will critically analyze how cultural and social conflicts are portrayed and worked out in popular films, and examine how motion pictures create a window into modern society. Students will also learn how to read film as cultural texts to better understand history and culture manifestations.

MA301 MANAGERIAL ACCOUNTING

3 credits

Prerequisite: None

In this course, students examine the uses of internal accounting information to make business decisions in the management of operations. Students discuss topics such as cost concepts and behavior, planning and controlling costs using budgeting techniques, and cost volume analysis.