

# Graphic Design and Photography

## Degree and Certificates and Awards

Associate in Arts in Graphic Design and Photography:

Graphic Design Concentration

Certificate of Achievement in Graphic Design and

Photography: Graphic Design Concentration

Certificate of Achievement in Introduction to

Graphic Design

Skills Competency Award in Graphic Design

Entrepreneur I

Skills Competency Award in Graphic Design

Entrepreneur II

Skills Competency Award in Information Design

## Program Description

The focus of the Graphic Design and Photography curriculum is to create a balance between design and technology. The program begins with a foundation in design, drawing and art appreciation and starts to integrate technology during the first semester. Design principles, creative thinking and problem-solving techniques, as they apply to the media arts, give the student a strong foundation for entry into the work force, and for advanced study at other colleges and universities. Students work in a state-of-the-art digital arts center for hands-on computer training.

Both graphic design and photography students create projects, using electronic media, typographic design, publication design, photojournalism, advertising illustration photography, and color management.

## Faculty and Offices

Linda Lowell, *Chair, Photography* (OE-184A, ext. 3571)

Elizabeth Russotti, *Chair, Graphic Design*

(A-176, ext. 2916)

Brandon Huttenlocher, *Lab Technician* (ext. 2280)

David Kafer, *Lab Technician* (ext. 3069)

Alice Scharper, *Dean* (A-118 ext. 2354)

## Graphic Design Concentration

With strong foundation courses in design, typography and creative problem-solving, students create designs, from

concept to printed piece. The understanding of production and pre-press processes are an integral part of the concentration, along with the introduction of web design and interactivity. The curriculum is based on the belief that the graphic designer is a visual and verbal communicator who is able to develop creative solutions for a variety of design and communication problems. Students execute their work in a state-of-the-art Digital Arts Center.

## Graphic Design Certificate

The Graphic Design Certificate provides the student with a thorough understanding of the design process, from concept to printed piece. Concept development, creativity, interactivity and pre-press processes are introduced and become an integral part of the Certificate. Students execute their work in a state-of-the-art Digital Arts Center.

## Internship Program

The Graphic Design and Photography Department offers internship opportunities through the GDP 290 Work Experience course. Students intern with local, professional marketing and art directors, applying the skills they have learned to gain experience for the job they want. (Students build a professional portfolio and fill the gap between classroom and experience.) Many of these students are hired for full-time and part-time positions. They earn 3 units of credit for working 120 hours on-site and attending an internship class on campus three evenings during the semester.

## Program Student Learning Outcomes

### *Graphic Design*

1. Apply design principles to both print and screen layouts.
2. Demonstrate proficiency using industry-standard software to produce graphic design layouts that are print-ready digital files.
3. Define professional terminology for the graphic design and print industry.
4. Demonstrate a sense of aesthetics for design and typography in the visual communication field.
5. Identify and apply their creative abilities to communicate ideas with confidence.
6. Demonstrate effective evaluation techniques, such as critiquing, to test and revise ideas and designs.
7. Develop professional quality design concepts and layouts.

### *Photography*

1. Demonstrate fundamentals of 35mm traditional and digital camera operations.

2. Demonstrate skills in scanning, digital printing and archival printing technologies.
3. Demonstrate digital image editing and special manipulation effects.
4. Demonstrate composition and conceptual development.
5. Demonstrate acceptable photographic methods in studio photography.
6. Demonstrate advanced lighting techniques.
7. Demonstrate the ability to create a professional portfolio of work that projects lasting appeal and has high visual impact.
8. Demonstrate color management basics.

### Career Opportunities

Assistant Graphic Designer  
 Freelance Graphic Designer  
 Information and Visualization Designer  
 Production Coordinator  
 Publications Designer

### Advising

In addition to the college counselor for the School of Media Arts and the Career Center, the Graphic Design chairperson advises students who are planning a career in Graphic Design. For further information, contact Liz Russotti, A-176, [russotti@sbcc.edu](mailto:russotti@sbcc.edu).

### AA Degree in Graphic Design and Photography: Graphic Design Concentration

#### Department Requirements (33 units)

GDP 110 — Media Design .....	3
GDP 111 — Graphic Design Basics .....	3
GDP112 — Digital Literacy for Media Artists and Designers .....	3
GDP 113 — Typography .....	3
GDP 114 — Graphic Design I .....	3
GDP 118 — Creative Thinking .....	3
GDP 212 — Graphic Design II .....	3
GDP 215 — Publication Design .....	3
GDP 230 — Portfolio .....	3
PHOT 109 — Photo I .....	3
<i>Choose One</i>	
MAT 121 – Computer Interface Design .....	3
MAT 131 — Digital Imaging I .....	3
MAT 153 — Web Design I .....	3
PHOT 180 — Digital Darkroom .....	3

### Strongly Recommended

GDP 290 — Work Experience in Graphic Design and Photography .....	3
ART 120 — Fundamentals of Drawing .....	3
ART 102A — Early Twentieth Century Art .....	3
ART 102B — Late Twentieth Century Art .....	3
ART 140 — 2-D Design: Composition and Color .....	3

### Graduation Requirements:

- (1) Complete all department requirements with a “C” or better or “P” in each course (at least 20% of the department requirements must be completed through SBCC);
- (2) Complete one of the following three General Education options: OPTION 1: SBCC General Education Requirements (Areas A-D) and Institutional Requirements (Area E) and Information Competency Requirement (Area F) OR OPTION 2: IGETC Pattern OR OPTION 3: CSU GE Breadth Pattern;
- (3) Complete a total of 60 degree-applicable units (SBCC courses numbered 100 and higher);
- (4) Maintain a cumulative GPA of 2.0 or better in all units attempted at SBCC;
- (5) Maintain a cumulative GPA of 2.0 or better in all college units attempted; and
- (6) Complete 15 units through SBCC.

### Certificate of Achievement in Graphic Design and Photography: Graphic Design Concentration

#### Department Requirements (33 units)

GDP 110 — Media Design .....	3
GDP 111 — Graphic Design Basics .....	3
GDP 112 — Digital Literacy for Media Artists and Designers .....	3
GDP 113 — Typography .....	3
GDP 114 — Graphic Design I .....	3
GDP 118 — Creative Thinking .....	3
GDP 212 — Graphic Design II .....	3
GDP 215 — Publication Design .....	3
GDP 230 — Portfolio .....	3
PHOT 109 — Photo I .....	3
<i>Choose One</i>	
MAT 121 — Computer Interface Design .....	3
MAT 131 — Digital Imaging I .....	3
MAT 153 — Web Design I .....	3
PHOT 180 — Digital Darkroom .....	3

### Strongly Recommended

GDP 290 — Work Experience in Graphic Design and Photography .....	3
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ART 120 — Fundamentals of Drawing .....	3
ART 102A — Early Twentieth Century Art .....	3
ART 102B — Late Twentieth Century Art .....	3
ART 140 — 2-D Design: Composition and Color .....	3

*Students must complete all department requirements for the certificate with a cumulative GPA of 2.0 or better. Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through SBCC.*

### Graphic Design Course Sequencing

*To be successful, it is important to take courses in the correct sequence.*

#### Semester 1

GDP 110 — Media Design .....	3
GDP 111 — Graphic Design Basics .....	3
GDP 113 — Typography.....	3

#### Semester 2

GDP 114 — Graphic Design I.....	3
GDP 118 — Creative Thinking.....	3
GDP112 — Digital Literacy for Media Artists and Designers .....	3

#### Semester 3

PHOT 109 — Photo I.....	3
GDP 212 — Graphic Design II <i>or</i> .....	3
GDP 215 — Publication Design.....	3

#### Semester 4

GDP 212 — Graphic Design II <i>or</i> .....	3
GDP 215 — Publication Design.....	3
GDP 230 —Portfolio .....	3

#### Choose One

MAT 131 — Digital Imaging I.....	3
MAT 153 — Web Design I .....	3
MAT 132 — Digital Imaging II.....	3
PHOT 180 — Digital Darkroom .....	3

### Certificate of Achievement:

#### Introduction to Graphic Design

##### Department Requirements (16.5-18 units)

GDP 110 — Media Design .....	3
GDP 111 — Graphic Design Basics .....	3
GDP 113 — Typography.....	3
GDP 114 — Graphic Design I.....	3
GDP 212 — Graphic Design II .....	3

*Choose one of the following:*

MAT 164 — Online and Mobile Marketing <i>or</i> .....	3
MKT 164 — Online and Mobile Marketing .....	3
MAT 177 — Case Studies in Mobile Media .....	1.5
MAT 178 — Web Design for Mobile Devices.....	1.5

*The following courses are strongly recommended:*

ART 120 — Fundamentals of Drawing .....	3
GDP 118 — Creative Thinking.....	3
GDP 215 — Publication Design .....	3
GDP 290 — Work Experience in Graphic Design & Photo .....	3
MAT 131 — Digital Imaging I.....	3
MAT 153 — Web Design I .....	3
MAT 205 — Portfolio Development & Pro. Practices...3	
PHOT 109 — Graphic Design II .....	3

*Recommended Course Sequence: first semester:*

*GDP 110, 111; second semester GDP 113, 114; third semester: GDP 212; fourth semester: MAT 164/ MKT 164, 177, 178.*

*Students must complete all department requirements for the certificate with a cumulative GPA of 2.0 or better.*

### Skills Competency Award:

#### Graphic Design Entrepreneur I (18 units)

GDP 111 — Graphic Design Basics .....	3
GDP 113 — Typography.....	3
GDP 114 — Graphic Design I.....	3
GDP 118 — Creative Thinking.....	3
ENT 202 — Entrepreneurship: Idea to Business Model.....	3
ENT 203 — Marketing Plan Development.....	3

### Skills Competency Award:

#### Graphic Design Entrepreneur II (18 units)

GDP 212 — Graphic Design II .....	3
GDP 215 — Publication Design .....	3
GDP 230 — Portfolio .....	3
MKT 164 — Online and Mobile Marketing <i>or</i> .....	3
MAT 164 — Online and Mobile Marketing <i>or</i> .....	3
MKT 203 — Marketing Communications.....	3
ENT 205 — Financial Management for Startups.....	3
ENT 208 — Business Plan Development.....	3

### Skills Competency Award:

#### Information Design (15 units)

GDP 110 — Media Design .....	3
GDP 112 — Digital Literacy Media Artists & Designers...3	
GDP 115 — Information Visualization .....	3

GDP 217 — Dynamic Information Visualization .....	3
MAT 153 — Web Design I.....	3

*Students must complete the above courses with the grade of C or higher or pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.*

### Planning a Program of Study

Those interested in the Graphic Design and Photography Program must be admitted to Santa Barbara City College. An application and one copy each of high school and any other college transcripts must be submitted to the Admissions Office.

All Graphic Design and Photography majors should make appointments with the counselor for Graphic Design and Photography. Contact the Counseling Center at (805) 965-0581, ext. 2285. Initial program development will take place during the counseling session.

The Career Center is utilized by the Graphic Design and Photography Department to provide extensive individual help for students needing to find part-time jobs and internships related to their learning discipline.

### Preparation for Transfer

Course requirements for transfer vary depending upon the college or university a student wishes to attend.

Therefore, it is *most important* for a student to consult with his/her counselor and departmental adviser before planning an academic program for transfer. Information sheets for majors, outlining transfer requirements, are available in the Transfer Center.

### Program Cost and Outcome

For planning purposes, the webpages below provide information on the cost of attendance, program length (assuming a student attends full-time), financing options and historical student completion rates:

#### Graphic Design and Photography: Graphic Design Concentration

[www.sbcc.edu/financialaid/gainfulemployment/  
Graphic%20Design%20and%20Photography%20  
Graphic%20Design%20Concentration.htm](http://www.sbcc.edu/financialaid/gainfulemployment/Graphic%20Design%20and%20Photography%20Graphic%20Design%20Concentration.htm)

#### Graphic Design

[www.sbcc.edu/financialaid/gainfulemployment/  
Graphic%20Design.htm](http://www.sbcc.edu/financialaid/gainfulemployment/Graphic%20Design.htm)

## Graphic Design Courses

### GDP 110 — Media Design

(3) — CSU

*Skills Advisories: Eligibility for ENG 100 and 103*

*Hours: 90 (36 lecture, 54 lab)*

Recommended starting point for students interested in careers in media arts. Introductory course in design and composition as it relates to the digital arena. Students learn basic design principles and apply them to 2-D designs created using digital tools within various software programs.

### GDP 111 — Graphic Design Basics

(3) — CSU, UC

*Skills Advisories: Eligibility for ENG 100 and 103*

*Hours: 90 (36 lecture, 54 lab)*

Recommended starting point for those planning a career in graphic design. Students are introduced to the latest software to create basic page layouts. Topics include overview of the commercial print industry, image preparation, basic layout design and typography principles, color modes and file preparation for print. Student assignments encompass both design and technical skills.

### GDP 112 — Digital Literacy for Media Artists and Designers

(3) — CSU

*Skills Advisories: Eligibility for ENG 100 and 103*

*Hours: 90 (36 lecture, 54 lab)*

Introduction to theory, history and practice of interaction design, visualization and software art through current software and introductory programming languages.

### GDP 113 — Typography

(3) — CSU, UC

*Skills Advisories: Eligibility for ENG 100 and 103*

*Hours: 90 (36 lecture, 54 lab)*

Introduces a basic understanding of the effective use of type. Emphasis is on the use of typography in graphic design. Topics include the history of type, aesthetic qualities of letterforms, anatomy of the letter, typefaces, and style and compositional arrangement.

**GDP 114 — Graphic Design I**

**(3) — CSU, UC**

*Prerequisite: GDP 111*

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: GDP 110 and 111*

*Hours: 90 (36 lecture, 54 lab)*

Students learn and apply the basic principles of design and visual communication to a variety of print-related projects. Students participate in critiques, which emphasize the objective and subjective qualities of their work. The design process, concept and content are stressed, using industry-standard software in a state-of-the-art computer lab.

**GDP 115 — Information Visualization**

**(3) — CSU**

*Prerequisite: GDP 112*

*Skills Advisories: Eligibility for ENG 100 and 103*

*Hours: 90 (36 lecture, 54 lab)*

Introduction to the expanding field of infographics and visualization. Students gain an understanding of this field and demonstrate how to visualize and present data in clear and meaningful ways. Explorations include data display methods and technologies, graphical model choices, and industries in which data visualizations are utilized.

**GDP 118 — Creative Thinking**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Hours: 54 lecture*

Designed to give students basic concepts to enhance their innate creative abilities. Numerous creative problem-solving techniques and ideas are explored. The underlying assumption is that innovation is a skill which can be learned.

**GDP 212 — Graphic Design II**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and 103;*

*MATH 1*

*Course Advisories: GDP 114*

*Hours: 90 (36 lecture, 54 lab)*

Advanced studies and projects in graphic design and advertising. Students explore the creative process in developing ads and promotions for print and other media. Emphasis is on concepts, content and design.

**GDP 215 — Publication Design**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: GDP 111 and 114*

*Hours: 90 (36 lecture, 54 lab)*

Advanced study in design and production for multi-page, print and digital publications. Topics include paper choices, pagination, preflight issues, proofing, output options and publications for web devices. Students design and produce multi-page booklets and publications for mobile devices to be used as portfolio pieces.

**GDP 217 — Dynamic Information Visualization**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Hours: 90 (36 lecture, 54 lab)*

Continuation of visualization practices towards user interactivity for web, mobile, and other media choices. Areas explored include dynamic and large data sets, embedded sensors and the internet of things.

**GDP 230 — Portfolio**

**(3) — CSU**

*Course Advisories: GDP 212 or 215*

*Skills Advisories: Eligibility for ENG 110 or 110H or 110GB*

*Hours: 90 (36 lecture, 54 lab)*

Guides students in developing and refining a body of work that constitutes a portfolio reflecting individual creative and visual communication skills. Assignments include improving current pieces, developing new pieces, presenting students' work and themselves to prospective employers in a compelling way. Portfolios are essential in transitioning to other institutions or the professional world.

**GDP 290 — Work Experience in Graphic Design and Photography**

**(1-4) — CSU**

*Course Advisories: PHOT 109 or GDP 114*

*Skills Advisories: Eligibility for ENG 100 and 103*

*Limitation on enrollment: Must be enrolled in any GDP course. Consists of 5, 10, 15 or 20 hours per week, plus two scheduled hours and other conference hours.*

*Hours: 60-300 lab*

Supervised employment for students whose career objectives, course of study and employment complement each other. Student to carry out assigned



work duties as an employee; follow employer's policies, rules and regulations; write learning objectives; keep a record of time worked; fill out student data card; and secure employer's evaluation at the end of the semester.

# Photography

## Degree, Certificate and Awards

- Applied Photography Associate in Arts
- Applied Photography Certificate of Achievement
- Skills Competency Award in Photo Design
- Skills Competency Award in Photo Design II
- Skills Competency Award in Advanced Photo Design

## Program Description

The Photography curriculum is carefully designed to build fundamental technical skills in the operation of 35mm DSLR (digital single lens reflex) cameras, as well as some medium- and large-format cameras. In addition, all classes emphasize the importance of creativity and build conceptual development skills through a progressive series of thought-provoking assignments. Basics to Advanced skills in digital post-production (color management, editing and printing technologies) are provided from entry-level classes through the entire curriculum, as all darkroom facilities at SBCC are completely digital. Our photography classrooms and color lab are equipped with state-of-the-art, professional-level computers, scanners and small- and large-format archival printers capable of printing up to 44" x 96".

## Internship Program

Internship opportunities in Photography and Graphic Design are offered through the GDP 290 Work Experience course—when available. Students intern with local professional photo studios, art directors and marketing departments, applying skills they have learned in Photo I and II, Digital Darkroom, Digital Darkroom II and Color Management classes, while they gain real-world job experience. This effectively fills the gap between classroom and work environments.

In addition, the Santa Barbara Foundation occasionally offers internship opportunities to Santa Barbara City College students with appropriate skills to work within the Photography Department, testing cameras and overseeing the printing facility in OE-184.

## Career Opportunities

- Photographic Assistant
- Advertising/Commercial Assistant
- Portrait Photographer
- Fine Art Photography
- Photojournalism/Documentary
- Newspaper/Magazine/e-zine Photographer
- Wedding/Event Photographer
- Post-Production Specialist
- Color Management Specialist
- Restoration Specialist
- Photographic Studio Manager
- Other areas of specialization include:
  - Automotive, Architecture, Food, Fashion,
  - Travel, Nature and Celebrity

## AA Degree and Certificate of Achievement – Applied Photography

### Department Requirements (31 units)

PHOT 109 — Photo I.....	3
PHOT 180 — Digital Darkroom .....	3
PHOT 150 — Stock Photography.....	1
PHOT 190 — Photojournalism <b>or</b> .....	3
JOUR 190 — Photojournalism.....	3
PHOT 209 — Photo II.....	3
PHOT 214 — Advertising Illustration .....	3
PHOT 250 — Fine Art Photography .....	3
PHOT 280 — Advanced Lighting Systems .....	3
PHOT 281 — Digital Darkroom II .....	3
PHOT 285 — Color Management .....	3
PHOT 260 — Portfolio.....	3

*The following related courses are strongly recommended:*

ART 140 — History of Photography .....	3
GDP 118 — Creative Thinking.....	3
GDP 113 — Typography.....	3
FP 175 — Film and Video Production 1 .....	3

### AA Degree Applied Photography Graduation Requirements

- (1) Complete all department requirements with a “C” or better or “P” in each course (at least 20% of the department requirements must be completed through SBCC);
- (2) Complete at least 18 units of General Education Requirements (Areas A-D of the SBCC General Education pattern);
- (3) Complete the SBCC Institutional Requirements (Area E);
- (4) Complete the

Information Competency Requirement (Area F); (5) Complete a total of 60 degree-applicable units (SBCC courses numbered 100 and higher); (6) Maintain a cumulative GPA of 2.0 or better in all units attempted at SBCC; (7) Maintain a cumulative GPA of 2.0 or better in all college units attempted; and (8) Complete 15 units through SBCC.

**Certificate Applied Photography Requirements**

Complete all department course requirements with a “C” or better in each course. *Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through SBCC.*

**Photography Course - Recommended Sequencing**

*To be successful, it is important to take courses in the correct sequence.*

**Semester 1**

PHOT 109 — Photo I.....	3
PHOT 150 — Stock Photography.....	1
PHOT 190 — Photojournalism <b>or</b> JOUR 190 — Photojournalism.....	3

**Semester 2**

PHOT 180 — Digital Darkroom .....	3
PHOT 209 — Photo II.....	3
PHOT 250 — Fine Art Photography .....	3

**Semester 3**

PHOT 280 — Advanced Lighting Systems.....	3
PHOT 281 — Digital Darkroom II .....	3
PHOT 150 — Stock Photography.....	1

**Semester 4**

PHOT 214 — Advertising Illustration.....	3
PHOT 260 — Portfolio.....	3
PHOT 285 — Color Management .....	3

**Skills Competency Award: Photo Design Department Requirements (16 units)**

GDP 110 — Media Design .....	3
PHOT 109 — Photo I .....	3
PHOT 150 — Stock Photography.....	1
PHOT 180 — Digital Darkroom .....	3
PHOT 209 — Photo II.....	3
PHOT 260 — Portfolio .....	3

*Students must complete the above courses with a grade of “C” or higher or credit in all courses.*

*Other recommended courses:*

GDP 113 — Typography .....	3
GDP 118 — Creative Thinking .....	3
GDP 140 — Color Management for RGB .....	1.5
MAT 103 — Intro to Multimedia .....	3
MKT 101 — Introduction to Marketing .....	3
MKT 209 — International Marketing .....	3
PHOT/JOUR 190 — Photojournalism .....	3
PHOT 214 — Advertising Illustration.....	3
PHOT 250 — Fine Art Photography.....	3

**Skills Competency Award: Photo Design II Department Requirements (15 units)**

GDP 215 — Publication Design .....	3
PHOT 209 — Photo II.....	3
PHOT 214 — Advertising Illustration.....	3
PHOT 250 — Fine Art Photography.....	3
PHOT 281 — Digital Darkroom II .....	3

*Students must complete the above courses with a grade of “C” or higher or credit in all courses.*

**Skills Competency Award: Advanced Photo Design Department Requirements (12 units)**

GDP 212 — Graphic Design II .....	3
GDP 230 — Portfolio .....	3
PHOT 280 — Advanced Lighting Systems.....	3
PHOT 285 — Color Management .....	3

*Students must complete the above courses with the grade of “C” or higher or pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.*

**Program Cost and Outcome**

For planning purposes, the webpage below provides information on the cost of attendance, program length (assuming a student attends full time), financing options and historical student completion rates:

[www.sbcc.edu/financialaid/gainfulemployment/Photography-Applied.htm](http://www.sbcc.edu/financialaid/gainfulemployment/Photography-Applied.htm)

**Photography Courses**

**PHOT 109 — Photo I**

**(3) — CSU, UC**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Hours: 90 (36 lecture, 54 lab)*

Fundamentals of the camera: techniques of camera operation; characteristics of film and photo paper;

basic digital imaging; student assignments; photo composition and lighting; print finishing techniques; computer enhancement techniques; film, slide and print scanning for digital photography.

### **PHOT 133 — Digital Photographer**

**(0.5)**

*Hours: 9 lecture*

Fundamental principles of digital photography. Overview of products and techniques specific to digital cameras to include the differences between amateur and professional models. Basic photo fundamentals and desktop printing suggestions included.

### **PHOT 150 — Stock Photography**

**(1)**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: PHOT 109*

*Hours: 18 lecture*

Students study the stock photography market, learn what kind of images work well in stock photography while investigating how this field has grown and will change in the future. Contracts, image protection and Digital Rights Management (DRM) are also covered.

### **PHOT 180 — Digital Darkroom**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: PHOT 109 and MAT 131*

*Hours: 90 (36 lecture, 54 lab)*

Fundamentals of digital printing technologies in RGB: creating master archive files for print/web applications; drum scanning negatives, transparencies (slides) and flat art; simulating traditional alternative process; digital infrared and special effects; contrast and curve control; optimum sharpening methods; digital retouching and masking methods; digital painting techniques; and large format archival printing. Basic knowledge of Adobe Photoshop beneficial. Emphasis on creating a digital portfolio through a series of conceptual assignments.

### **PHOT 190/JOUR 190 — Photojournalism**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: PHOT 209*

*Hours: 90 (36 lecture, 54 lab)*

Skills and techniques of contemporary photojournalism. Topics include news and editorial sources, photographing single events and extended picture stories and ethics. Skills include control of color,

portable electronic flash and an introduction to electronic processes and contemporary publication. Current portrait approaches in commercial, documentary and fine art photography and portraiture are covered.

### **PHOT 209 — Photo II**

**(3) — CSU, UC**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: PHOT 109*

*Hours: 90 (36 lecture, 54 lab)*

Exploration of photographic composition; digitizing; scanning negatives, slides and prints; studio lighting; categories of cameras; use of high contrast; special-effect photographs; various scanning and printing techniques; advanced assignments in digital photography; and group projects. Emphasis on environmental and studio lighting.

### **PHOT 214 — Advertising Illustration**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: PHOT 109 or 209*

*Hours: 90 (36 lecture, 54 lab)*

Creating solutions for advertising. Emphasis on ad concept packages for print and TV spot production. Students analyze latest trends in advertising. Assignments include fashion, editorial, lifestyle, small product and fine art applications.

### **PHOT 250 — Fine Art Photography**

**(3) — CSU, UC**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: PHOT 109*

*Hours: 90 (36 lecture, 54 lab)*

Exploration of classic and contemporary styles of fine art. Students translate their own personal vision by responding to the major art movements with their camera.

### **PHOT 260 — Portfolio**

**(3) — CSU**

*Course Advisories: PHOT 109 and 180*

*Skills Advisories: Eligibility for ENG 100 and 103*

*Hours: 90 (36 lecture, 54 lab)*

Students produce a professional portfolio based on the style and passion of their own vision. Students learn communication, business, design and presentation skills to best present their work.



**PHOT 280 —Advanced Lighting Systems**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: PHOT 109 and 209*

*Hours: 90 (36 lecture, 54 lab)*

Designed to take Photo, Video and Multimedia students beyond basic lighting techniques. Lighting systems include studio, portable electronic strobes and continuous light sources. Location and set lighting covered, with emphasis on establishing mood and matching existing light conditions. Topics include lighting people, building interiors and exteriors, small product and large set lighting.

**PHOT 281 — Digital Darkroom II**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: PHOT 180*

*Hours: 90 (36 lecture, 54 lab)*

Advanced techniques for color management and archival digital printing technologies in RGB. Still frame and timeline editing for video within Photoshop and natural media techniques. Emphasis on creating a digital portfolio through a series of conceptual assignments that expands the student's creativity.

**PHOT 285 — Color Management**

**(3) — CSU**

*Prerequisite: PHOT 109*

*Skills Advisories: Eligibility for ENG 100 and 103*

*Course Advisories: PHOT 180*

*Hours: 90 (36 lecture, 54 lab)*

Fundamentals of color management for CMYK and RGB output. Professional calibration methods for scanners, printers, color monitors and digital capture systems. For graphic artists and photographers who are looking for more advanced techniques in color correction, ICC profile systems, workflow automation, and multiple-device matching for optimal reproduction quality.