



## **1. Catalog description of the program (program goals and objective)**

De Anza College's Professional Photography program offers students comprehensive preparation in conventional photography, digital imaging, and composition with an emphasis on professional applications. The program includes the operation of conventional and digital cameras, photographic processing, and digital image production and manipulation. The Professional Photography program also emphasizes the use of sophisticated digital imaging software, lighting equipment, and high-end peripherals (scanners, printers, etc.). De Anza's Photography faculty are experienced professionals with a broad range of expertise and experience in both fine art and professional photography. Their work has been featured in galleries and museums around the world and in numerous print and Web-based publications. As many photographers are self-employed, the Professional Photography program includes courses on business practices and production techniques.

De Anza's Professional Photography program offers certificate and degree options in order to accommodate students at different points on the continuum: those returning to college for retraining or to enhance their skills and first-time college students in need of comprehensive education for transfer. Due to the rapidly changing nature of the field, those wishing to succeed professionally as photographers must possess a broad range of technical skills and familiarity with other art and media disciplines: graphic design, film and video production, Web design, and communications. In order to give students the greatest chance at success, De Anza's Professional Photography program incorporates required courses and restricted electives from these related disciplines. As many photographers are self-employed entrepreneurs, all Professional Photography students are strongly encouraged to take several classes in business management and human relations.

## **2. Certificate and degree programs offered (title and units)**

Certificate of Achievement – **Professional Photography**– 22-23 units

A.A. Degree – **Professional Photography** – 47 units plus General Education

## **3. Program-level Student Learning Outcomes**

## **4. Data on certificate and degree awards for previous year (2009-10)**

Certificates of Achievement Professional Photography – 2

Associate in Arts degrees Professional Photography – 2

## **5. Regional and State Labor Market Data**

Employment opportunities for Professional Photography graduates exist in design firms, with advertising agencies, and multimedia production companies. Many photographers are self-employed, independent artists. Individuals with a larger repertoire of technical skills and artistic ability have the greatest potential for securing employment. According to the California Employment Development Department's Labor Market Information data for the San Jose-Sunnyvale-Santa Clara MSA, there are projected to be 27 combined annual openings for photographer and photographic processors for the period 2006-2016. However, the size of the labor market for photographers and digital imaging artists is considerably larger for the adjacent San Francisco-San Mateo-Redwood City MSA, with projections of 42 openings annually. The statewide occupational outlook for photographers for the period 2008-2018 is 350 annual openings and a growth rate of 7.1%. It should also be noted that the actual number of employment opportunities for individuals in the photography and digital imaging sectors is not fully captured by labor market projections, as professions that include many self-employed individuals are not easily surveyed.

## **6. Areas for new course and/or program development**

## **7. Recommendations of Advisory Committee (retain or delete program)**