

BOARD OF TRUSTEES OF THE NEBRASKA STATE COLLEGES
ITEMS FOR DISCUSSION AND ACTION\ACADEMIC AND PERSONNEL

ACTION: **Approve Minor in Photography at Wayne State College**

Per Policy 4200, which requires all new academic programs to be submitted to the Board for approval, Wayne State requests approval of a minor in Photography.

The System Office and Wayne State College recommend approval of the Minor in Photography at Wayne State College.

ATTACHMENTS:

- WSC Photography Minor (PDF)

Wayne State College
Proposal to Add a Minor
Photography

1. Descriptive Information

- A. Name of Institution:
Wayne State College
- B. Name of Program:
Minor in Photography
- C. Degrees/credentials to be awarded graduates of the program:
Minor
- D. Other programs offered in this field by the institution:
Major in Art, with the following concentrations
- Art Education
 - Graphic Design
 - Studio Art
- Minors include:
- Art
 - Advanced Studio
 - Art History
 - Graphic Design
 - Web and Mobile App Design and Development
- E. CIP code:
50.0605
- F. Administrative units for the program:
Department of Art and Design; School of Arts and Humanities
- G. Proposed delivery site(s) and type(s) of delivery, if applicable:
Wayne campus
- H. Proposed date (term/year) the program will be initiated:
Fall 2022
- I. Description of Program:

Through this coursework, students will gain knowledge and skills in photography, as well as practical applications of digital imaging. A minor in Photography will offer students a

greater depth of photographic understanding using a curated set of courses from both Art & Design and Communication Arts.

Minor in Photography (20 credits)

ART 204 Digital Imaging/Graphic Design	2
ART 363 Digital Photography I	3
ART 364 Digital Photography II *	3
ART 420 Advanced Problems in Digital Photography *	3
<u>9 hours of electives from the following list:</u>	
CNA 102 Media Literacy	3
CNA 274 Video Production I	3
CNA 284 Film Criticism	3
CNA 372 Media Ethics	3
CNA 389 Photojournalism	3

Existing Course Descriptions

ART 204 Digital Imaging for Graphic Design (2 credits) Prerequisites: ART 101, 110, or instructor permission for students declaring a minor in Graphic Design. This course explores the effective use of digital imagery in graphic design. Aesthetic content in the production, manipulation, and presentation of digital images will be stressed. Students will learn creative and exploratory use of digital cameras, scanners, and appropriate computer programs. Utilizes Adobe Photoshop. (4 hours studio) \$10 Class Fee per Credit Hour Required.

ART 363 Digital Photography I (3 credits) Offers an opportunity to learn visual communication, recording, expression and appreciation of the digital photographic process basics. The course includes photography basics such as composition, lighting, camera care, use of photographic equipment, computer and printing processes, organizational methods, technical terminology, and the introduction to industry standard software to manipulate and enhance digital images. (6 hours studio) \$10 Class Fee per Credit Hour Required.

CNA 102 Media Literacy (3 credits) Provides students with the skills to analyze media messages critically to become active and engaged citizens. The course focuses on the historical evolution of U.S. mass media and provides a critical understanding of the political, economic, and social forces that structure U.S. media institutions and influence media content.

CNA 274 Video Production I (3 credits) An introduction to studio and remote production including live broadcasts of news, sports, and special events. Students will learn current concepts and theories of pre-production, production and post-production procedures and will apply them utilizing video and audio equipment for digital storytelling. (Lab hours required). \$10 Course Fee per Credit Hour Required.

CNA 284 Film Criticism (3 credits) Exploration of the diverse influences on cinematic and film production, including story and character development, visual elements of storytelling, artistic/aesthetic qualities, business/marketplace influences, and cultural significance. Emphasis on the role of the critic in development of film professionals. Cross-listed with ENG 284.

CNA 372 Media Ethics (3 credits) An in-depth investigation of the ethical foundations underlying conduct of media professionals.

CNA 389 Photojournalism (3 credits) An introduction to planning, shooting, and processing still photographs for newspapers, magazines, and other print media. Designed for the student with little or no background in news photography. Laboratory experience on the college newspaper. \$10 Course Fee per Credit Hour Required.

***New Course Descriptions**

ART 364 Digital Photography II (3 credits) Prerequisite: ART 220. Expansion of the principles and processes introduced in Digital Photography I, with an emphasis on intermediate level photographic production. (6 hours studio) \$10 Class Fee per Credit Hour Required.

ART 420 Advanced Problems in Digital Photography (3 credits) Prerequisite: ART 320. A further exploration of approaches to photography with an emphasis on the self-directed research interests of the student. (6 hours studio) \$10 Class Fee per Credit Hour Required. May be repeated for a total of six (6) credits. \$10 Class Fee per Credit Hour Required.

2. Centrality to Role and Mission

This program of study will support the College's commitment to student success and experiential learning by providing students with skills that are applicable to a variety of career pathways. This appealing program will complement majors in a variety of areas such as Art Education, Fashion Merchandising, Graphic Design, Journalism, Studio Art, Theatre Arts, Travel & Tourism, Editing & Publishing, Online & Social Media, and more. The application of skills learned in this minor will make students appealing to a variety of employers in an increasingly digital workforce.

3. Evidence of Need and Demand

Need for the program

Digital photography is a skill which is in high demand due a growing emphasis on web design, social media and other digital platforms. Students will have hands-on experience in

creativity, design and digital fluency as well as digital marketing – all skills which are in demand in the contemporary workforce.

The U.S. Bureau of Labor Statistics projects a 17% growth in photography jobs between 2020 and 2030, which is higher than the national average for job growth. A minor in photography from WSC will prepare students to be competitive in this job market.

Demand for the Program

WSC students and prospective students continually request more experience in photography beyond the single course currently offered; and this minor will not only enhance the current program offerings, but also the recruitment efforts of the college. Photography is among the top 20 terms used in searches on the WSC website within the last several years.

ART 363, Digital Photography, has been an extremely popular elective at WSC within a wide variety of majors and is always at or near capacity enrollment. Students taking Digital Photography have expressed interest in expanding their studies in the subject and prospective students have repeatedly inquired about majors or minors in this field.

Expansion of the photography program has been tested over the 2021-2022 academic year. Photography 2 was listed as an Art 396 Special Topics class and had an enrollment of eleven students. The class was purely for upper-level general education credit, was not widely advertised, and required the pre-requisite of Art 363: Photography 1. Three students from this class requested further instruction in the field of photography and expressed interest in pursuing a minor. It is expected that an advertised minor would draw in an even greater number of students.

4. Adequacy of Resources

Faculty and Staff Resources:

No new faculty are required for this minor. The teaching course load for an existing adjunct faculty member can be adjusted to accommodate the two new courses offered each spring term for this program.

Physical Facilities:

Photography coursework is located in the Graphic Design Computer Lab in Studio Arts 207. Addition of this coursework would not put any additional strain on current resources. WSC is currently in the process of purchasing new computers for the Graphic Design Lab, which will provide more than adequate computing power for both the Graphic Design program and the Photography minor for the next 10 years.

Instructional Equipment and Informational Resources:

Because the Photography courses meet in the Graphic Design Computer Lab, no new resources will be needed in order to add this minor. Students are required to provide their own cameras, and are able to use the computers in the lab to upload and edit images. Should the instructor choose to have students create photographic prints, students have access to IRC large format printing resources in the library.

Budget Projections for the first five years of program:

This program primarily uses existing courses, instructors and resources. Two new courses will be integrated into the teaching load of an existing adjunct instructor unless enrolments grow to justify addition of more sections. Since existing WSC students will be completing the courses required for the minor as part of their larger degree credit requirements, no additional revenue is expected.

Students enrolled in Photography courses are assessed studio fees at \$10/credit hour, which goes toward the purchase of class materials and studio maintenance. There would be no additional instructional or marketing costs.

5. Avoidance of Unnecessary Duplication

While other regional institutions offer degrees in photography, a minor at WSC will provide practical skill development for students in a variety of programs on campus. The University of Nebraska system as well as the University of South Dakota provide a major and minor in photography; however, a minor at WSC will help to support the students that we serve.

6. Consistency with the Comprehensive Statewide Plan for Postsecondary Education

A minor in photography intersects with the Comprehensive Statewide Plan for Postsecondary Education in two primary areas, including responsiveness to workforce development and building a “knowledgeable, trained and skilled workforce”; as well as “preparing individuals for productive, fulfilling lives by developing and nurturing the citizens and future leaders of Nebraska.” As mentioned earlier, the skills developed through courses in this program will serve students well in a variety of career fields.