🏛 Dept - (CA) Photography  ›  Department  ›  Program Review

ℹ️ Department Chairs/Program Leads: Please press the edit symbol in the right-hand corner to update. Below, the text in bold corresponds both to the name of the box when editing this page and also to the first-column on the APRU worksheet. If you have questions, please contact: papemary@fhda.edu. ✖

▼ 🏛 **Dept - (CA) Photography** ✎

**Program Mission Statement:** To offer diverse curriculum that serves the needs of students pursuing careers in fine art and commercial photography. Provide the skills to work creatively and think critically while teaching communication through cultural and visually literacy. Provide all students with life skills and a sense of confidence. Photography is a requirement for degrees in both Film/TV and Graphic Arts--we are integral to other programs of study.

**I.A.1 What is the Primary Focus of Your Program?:** Career/Technical

**I.A.2 Choose a Secondary Focus of Your Program?:** Transfer

**I.B.1 Number Certificates of Achievment Awarded:** 5

**I.B.2 Number Certif of Achievment-Advanced Awarded:**

**I.B.3 #ADTs (Associate Degrees for Transfer) Awarded:** 0

**I.B.4 # AA and/or AS Degrees Awarded:**

**I.C.1. CTE Programs: Impact of External Trends:** Opportunities for photographers exist in the corporate world (scientific, industrial or commercial photographers), in journalism and in small business commercial endeavors. The difference between opportunities lie in the subject matter, work environment, pay, necessary equipment, design knowledge and overall variety of creative abilities.
Through our Annual Advisory meetings, regular contacts in the field, faculty and staff outside conferences, etc. our department works to stay abreast of trends in the industry. Curriculum is streamlined and relevant. New technologies and equipment are our top concern. We continually update curriculum and classrooms to best meet these top concerns. Staying current with new and updated software and equipment is extremely important and is also one of the "draws" to our program. The excellent maintenance and organization of our facility and equipment provides students with the best learning experiences.

**I.C.2 CTE Programs: Advisory Board Input:** The Advisory Board recommends current software and equipment and feel we've been very successful in acquiring these items. More hands-on experience is recommended as quarter length courses are very limited. More lab access, beyond class hours, with assistance and/or possible internships desired. Internship opportunities in the field are limited; companies acknowledge additional costs which are often prohibitive (workers compensation, etc.).

**I.D.1 Academic Services & Learning Resources: #Faculty served:**

**I.D.2 Academic Services & Learning Resources: #Students served:**

**I.D.3 Academic Services & Learning Resources: #Staff Served:**

**I.E.1 Full time faculty (FTEF):** 3.6

**I.E.2 #Student Employees:**

**I.E.3 % Full-time :** FT= 44.7% PT= 50.1%

**I.E.4 #Staff Employees:** 0

**I.E.5 Changes in Employees/Resources:**

**II.A Enrollment Trends:** We are dependent on continued financial support from Perkins to keep pace with industry standards for both software and equipment.  Budgets always impact our enrollment and/or success.  Photography can be noted as one of the industries most affected by new technologies.  It is also one of the most universal technologies integrated, or specifically used, in almost all other fields. Being culturally and visually literate is needed for expression and information as photographic imagery is present everywhere.  Continual advancements in the field must be supported by funding in order to stay relevant, competitive, and simply be a viable part of a global community.  More demanding registration procedures and emphasis on transfer to four year colleges directed at younger students has also caused a decrease in older, life long learning students.  Limitation on units has also eliminated some students that would continue for enrichment.  Night time courses are less desirable than in the past possibly due to longer workdays, employment, family commitments, etc.  Class offerings are best late morning and midday.  Traffic is a problem for many students coming to or leaving campus as have been the on campus parking issues this year.  Not enough classrooms to offer ideal enrollment times for everyone.  Possible shift in discipline; "everyone is a photographer".  Students returning to older methods (film) as an art. Demographics of area possibly less likely to embrace serious, artistic study.  Photography redefining itself through the recognition of fine printing vs. imagery only on the computer screen---new idea for many young students and encourages further learning.

Photography has experienced a small increase in enrollment from 14/15 year to the 15/16 year.  New online offerings started in the 15/16 year are also boosting enrollments.
13/14yr@1,393     14/15yr@1,189     15/16yr@1,223

**II.B.1 Overall Success Rate:** Overall success rate is up 1% from last year (stable).

**II.B.2 Plan if Success Rate of Program is Below 60%:** All above 60%

**II.C Changes Imposed by Internal/External Regulations:** College regulations on "F" grades, Withdrawals and importantly EdPlans have changed the behavior of some students.  Very directed EdPlans and maximum units allowed has limited some students from the pleasure of creative and artistic pursuits outside their main field of study.  Near impossibility of hiring student assistants for classroom due to high unit requirements.  12+ units before allowed to work is nearly impossible when other work, family, travel time, and scheduling are finally calculated.  Students not gaining as much experience by the near elimination of student assistants from the CTE program.  Less assistance for all students in labs.

The above cannot be resolved by curriculum nor program reorganization.

2012 State decision to eliminate repeatability and impose the "family" structure has impacted a majority of students in art classes .

**III.A Growth and Decline of Targeted Student Populations:** Overall enrollment is up for 2015-16.  African American and Latino growth is down from 2014-15 to 2015-16 by 1% while Filipino growth is up 2% for the same period.

**III.B Closing the Student Equity Gap:** Equity gap has dropped from 8% in 2014-15 to 3% for 2015-16 (improvement).

Although not part of a targeted group, a small number of Veterans enroll in our program.

**III.C Plan if Success Rate of Targeted Group(s) is Below 60%:** Above 60%

**III.D Departmental Equity Planning and Progress:** Clearly defined Certificate and Degrees.  In class/dept. assistance provided in recognizing and completing Certificate.  Curriculum Advisories/Prerequisites for all courses where required aiding all students.  Diverse faculty/staff within department.  CTE/DASB supported lecture series that has been very diverse and in existence for over five years.  More difficult to plan lecture series due to CTE/Administrative requirements.

**IV.A Cycle 2 PLOAC Summary (since June 30, 2014):** 0%

**IV.B Cycle 2 SLOAC Summary (since June 30, 2014):** 16+21=37 37divided by distinct count of 19 SLOs = 1.95 1.95 x 100 = 194%

**V.A Budget Trends:** With the loss of Student Lab Fees budgeting becomes even more critical.  The ability to offer students correct materials immediately at the beginning of the quarter is necessary.

Photographic lab materials are not always easily available, or at reasonable cost, when student must obtain them on their own in limited quantity.  "B" Budget has never changed in over 16 years.  Printing budget is needed so it must not be eliminated. CTE Program and DASB funds do support department.

Of great concern will be the technical support provided our program.  Updated software (Photoshop and Lightroom) will be moved to "the Cloud" by Adobe and adequate internet services and speeds, aside from new ways to license, will be required by the college.  Technology services will need to be prepared for changing methods of classroom software access.

**V.B Funding Impact on Enrollment Trends:** Our classrooms will always require funding of computers, software, photographic equipment and maintenance. Decrease in any funding would affect program negatively as photographic field demands experience with current technologies.  Past State reductions and reduced courses have been difficult to overcome.

**V.C.1 Faculty Position(s) Needed:** Replace due to vacancy

**V.C.2 Justification for Faculty Position(s):** Full time faculty member retires spring 2017.  It is imperative that this position is filled promptly.  We are a CTE and transfer program in

immediate need of support for stability and growth. New equipment and funding being received from the State/CTE cannot be managed without the minimum of two full time faculty members and one staff position. Expecting increased growth without replacing the retiring faculty is not an option for maintaining the CTE and transfer programs, the photography department as a whole, and supporting the Creative Arts Division.

**V.D.1 Staff Position(s) Needed:** None needed unless vacancy

**V.D.2 Justification for Staff Position(s)::** n/a

**V.E.1 Equipment Requests:** Over $1,000

**V.E.2 Equipment Title, Description, and Quantity:** IN ORDER OF PRIORITY

•Christie Projectors A-92, A-65, AT101(listed in priority)
  3 @ $35,000 (replacement of "generic" projectors used on campus).  The graphics and photographic classrooms must provide exceptional projection.  Work is digital and must be seen at a high quality and with exact precision.

•Film drying cabinet 1 @ $3,000  *

•RC/Arkay Print washers 2 @ $5,000 = 10,000  *

•Film cameras with bags 10 @ $700 = 7,000  *

•Epson large format flatbed scanner 2 @ $4,250 = 8,500

•Digital camera accessories $10,000  (lenses, attachments, memory cards, media readers)

•Studio lighting accessories $10,000 (reflectors, softboxes, grids, speadrings, cables

•Apple computers 27"  A-65  "up-speced" for graphic/photographic use 30 @ $3,000 = 90,000 (replacement)

•Dkrm. enlargers and accessories  *
   15 @ $2,000. = $30,000

•Prof. Studio Lighting ProPhoto (2 power paks & 4 lights) 2 @ $30,000 = 60,000 *

•Pentax Professional Medium Format
  digital camera systems
  2 @ $50,000 = 100,000

The Pentax system would be NEW equipment.  Exceptional equipment that would not leave the classroom, but supports digital instruction (demo and student, hands-on experience).

\* Replacement items integral part of working labs and SLO/PLO processes.

**V.E.3 Equipment Justification:** •Yes.  All written curriculum assumes we are and will continue to work with updated and current computers, software, and photographic equipment.  Our Advisory Board each year advises on new technologies and provides suggestions for possible future purchases.  They have been impressed with the organization and equipment (computers, software, cameras, etc.) available for students.
•Projectors: A-92 and A-65 have to provide better projection of student work and education examples.  Campus standard are unacceptable for display of art.
•Used by both Graphics and Photography also F/TV students fulfilling requirements.
•Impact already noticed and discussed by faculty and regularly "excused" when used.  Classroom visitors/lecturers have been concerned about poor projection aside regular instruction. Student complaints now also being heard about projection of lecture material as well as their own projects.  Current projection is terribly disappointing (poor color, poor focus, poor contrast, difficult access for just small adjustments).
•Powerful (up-speced) computers for all graphics/photographic use.
A mix of classes use the same and/or different equipment.  Without maintaining and upgrading equipment we would no longer compete or have an advantage over many of the local colleges.
The life expectancy varies for each piece of equipment.  It should be noted that all equipment is maintained at the highest level by department and through organization of lab and classrooms.
Key components of the college's Mission Statement are met through all our classes. Classes engage students in creative work. Photography is a form of communication and expression; visual literacy, and critical thinking are examined in a global, cultural, and socially aware manner.

**V.F.1 Facility Request:** •Renovation of room A-61B; ventilation and removal of plumbing
•Counter tops to replace sinks, same or improved electrical
•Space will be needed for a dedicated lighting studio / additional or possible remodel with lecture classroom space elsewhere

**V.F.2 Facility Justification:**
Old color darkroom space needs renovation so it is a useful space for continued additions of dry/digital darkroom equipment (printers, scanners, etc.) and organized inventory.  This equipment is currently spread amongst several areas and is not well-organized in consideration of the full use of the facility.

With CTE/State funding to support program through equipment and a request to see

growth, it will become necessary to provide the program with a dedicated lighting studio both for demonstration, student use and storage.

**V.G Equity Planning and Support:** Not at this time.

**V.H.1 Other Needed Resources:** Specific counselor(s) needed for the Creative Arts Division.  Specialized advice to assist students in CA Division offerings (Degrees, Certificates, etc.)

**V.H.2 Other Needed Resources Justification:** Students need counseling and the counselor needs to be fully informed on Creative Arts Division.  "General" counseling has often been inadequate when serving art dept. students.

**V.J. "B" Budget Augmentation:** B Budget funding is an integral part of our department.  Department is an integral part of the larger division.

**V.K.1 Staff Development Needs:** Staff Development is extremely important for meeting the needs of our department (new technology training for example).  Conferences and seminars help keep faculty/staff abreast of the latest trends, etc.  Additional demands of faculty to learn management systems (Canvas, TracDat, etc.) would result in work not being done.

**V.K.2 Staff Development Needs Justification:** All new technologies need some research (conferences, seminars) and training.  Conferences have also supported networking and enhanced department's  photographic community (outside exhibitions and guest lecturers).

**V.L Closing the Loop:** Cyclical assessment of SLOs/PLOs would incorporate any additional resource(s).  Additional resources are in many cases replacements so should be considered already a part of an assessment process.  New equipment is an enhancement to our program and recognized as such when assessed by program review and even college wide research on enrollment, success, etc.

**Submitted by:** Diane Pierce
x8804

**Last Updated:** 03/13/2017

**APRU Complete for 2016-17:** No

**#SLO STATEMENTS Archived from ECMS:** 19