

Program Review/Follow-up Transmittal

General Information

The attached report is (check one): Program Review (published every 4th year)
 Program Review Follow-up (submitted annually)

The report is submitted for the Academic Year (select one): 2009-10

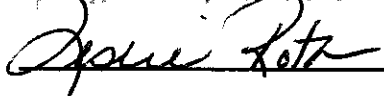
The report contains information on the follow unit(s) (enter names of all units/programs):

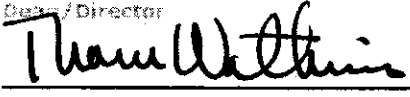
Photography

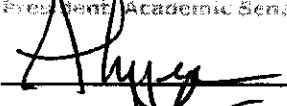
Report Abstract:

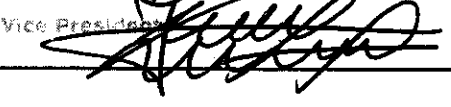
The students in the photography program have demonstrated through their ongoing assignments and final semester projects the ability to communicate via the photograph. This visual literacy is evident in their use of lighting, composition, and impact of the pictorial elements. The technical components are supportive of the image concept related to the specific usage of the photograph. With this comprehension the student is able to analyze and distinguish the necessary components of a successful image, be it fine or applied art. These outcomes are key for transfer to a four year institution and/or entering the photographic industry.

Signature:  Date: 5-13-10
Faculty / Staff Representative

Signature:  Date: 6/14/10
Dean / Director

Signature:  Date: 17 JUN 2010
President / Academic Senate

Signature:  Date: 7/9/10
Vice President

Signature:  Date: 7-13-10
Superintendent / President

Program Review and Analysis

Part I Outcomes

1. What are the Student Learning Outcomes (SLOs) and Institutional-Level Outcomes (“Core Four”) of the program? List each along with descriptions of the appropriate indicators of program success (i.e., measures of outcomes). Include both quantitative and qualitative measures.

| Outcome(s) | Qualitative Measure(s) | Quantitative Measure(s) |
|--|---|---|
| Demonstrate and comprehend the technical components of digital/analog cameras to effectively photograph varied subject matter with visual literacy. | Critical verbal review of students' photographs with research and response papers to evaluate student comprehension and aesthetics. | Success on four in-classes quizzes, one midterm, a final exam, demonstrating an ability to consistently produce 10-15 images successful, technically and contextually, on a regular, and increasingly proficient, basis. |
| Analyze and distinguish creative components of a photograph within its contextual usage (light, composition, impact, Etc.) and apply knowledge in producing successful images as they pertaining to the photographic usage, i.e., fine art or applied world. | In-class group dialogue (critique) and written reviews utilized for critical analysis. Visual observation of student' work procedures during lab sessions and formal journal keeping. | Participation in six critiques and self-evaluation a semester. Individual students to critique another students' work at least six times throughout the semester. Additionally, an account of transfer students to four year institutions. |

2. The specific SCC Strategic Direction and Goal(s) supported by this program:

- Goal 1:** Obj. 1.1, 1.2, 1.4
- Goal 2:** Obj. 2.1, 2.3, 2.4
- Goal 3:** Obj. 3.1, 3.2
- Goal 4:** Obj. 4.1, 4.3
- Goal 5:** Obj. 5.4, 5.5
- Goal 6:** Obj. 6.1, 6.2
- Goal 7:** Obj. 7.1, 7.2, 7.3

Part II Analysis

1. Identify and explain the trends in:

Enrollment— Increase in enrollment 23% over the last three years due to refine curriculum and remodeled facilities

Retention— Combined retention of 92%, from 78% in 2008-09, due to renovation of facilities, higher instructor involvement from in-house training, and refined curriculum.

Fill rate— 72% fill rate with a consolidation of sections due to expanded promotion, public exhibition, technology standards upheld to industry requirements, and an increase of high school students visiting program.

Other Factors— In house training along with adjunct instructors with a concentration on major contemporary aspects of technical and visual literacy.

Outcomes— With improved facilities and instruction, student success has been demonstrated by increase public showing, awards, and financial success in the field of photography, as well as transfer to art schools.

2. How do the above trends relate to the factors and outcomes identified during the last review?

- a. Strategic photographic course offerings have been adapted to meet the needs of SCC students and has positively influenced enrollment and retention since the last review.
- b. We are experiencing greater success in transfer, exhibition, and professional work.

Part III Conclusions and Recommendations

1. What are the major accomplishments of the program during the past four years?

- Student Book publications of study abroad courses.
- Continued exhibitions and increased participation.
- Enhanced campus and community exposure.
- Building, lecture rooms, and labs renovation to meet industry growth trends.
- Curriculum review and catalogue descriptions.
- Enlarged iMac lab utilizing state of the art industry software.
- All faculty members are up to date on technology and software with ongoing online and in house training.

2. Based on the analysis above, are there any changes needed in order to meet program goals or to improve program effectiveness? Explain.

- Full-time lab tech to accommodate the growing digital needs within the photography and media combined fields.
- Full-time instructor dealing with multi-media in conjunction with photography, arts, graphics, web design, journalism, etc.
- Continued equipment support and ongoing funding to purchase technological equipment and software.
- Continued revision and expansion of existing course to encompass multimedia trends.