

## Media Arts: Commercial Photography

**Award Type:** Certificate of Achievement

The Commercial Photography Certificate of Achievement provides the training necessary to move successfully into the photographic workplace. The instruction provides the basic skills for a career in one or more of the following: portrait, advertising, documentary, news/photojournalism, wedding/event, architectural, corporate, industrial, aerial, scientific, fine arts, photographic restoration, real estate etc.

**The graduate of the Certificate of Achievement in Media Arts: Commercial Photography will:**

- Demonstrate excellence in image-making techniques across analog and digital platforms.
- Demonstrate an understanding of vision, craft and mechanics as it applies to commercial photography.
- Apply a variety of technologies to achieve specific image-making outcomes.
- Have an understanding of different genres of photography and the variety of venues that use photographic imagery.
- Demonstrate the communication and problem-solving skills necessary for success in the field of commercial photography.

### Program Requirements

**A total of 18 units is required to earn the Commercial Photography Certificate of Achievement**

**Required core courses (13 units):**

Course Number	Course Title	Units
PHTO 101	History of Photography	3.0
PHTO 110	Basic Photography	3.0
PHTO 150	Introduction to Commercial Photography	2.0
PHTO 151	Portrait Photography	2.0
PHTO 170	Digital Photography	3.0

**Plus a minimum of 5 units selected from the following:**

Course Number	Course Title	Units
GRPH 116	Web Portfolio & Social Media	3.0
PHTO 120	Materials and Processes	3.0
PHTO 130	Advanced Black and White Photography	3.0
PHTO 140	Introduction to Color Photography	3.0
PHTO 179A	Intro to View Camera	2.0
PHTO 179B	Photojournalism	2.0
PHTO 189	Independent Projects in Photography	1.0 - 3.0 units
PHTO 380	Black And White Photo Lab 1	0.5
PHTO 381	Black And White Photo Lab 2	1.0
PHTO 382	Color Photo Lab 1	0.5
PHTO 383	Color Photo Lab 2	1.0
PHTO 384	Digital Photo Lab 1	0.5
PHTO 385	Digital Photo Lab 2	1.0