

**PROGRAM APPROVAL APPLICATION**  
**NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED**  
**(This application may not exceed 3 pages)**

**Fill In Form**

Proposed Program Title: **Advanced Portrait and Wedding Photography Certificate**

Projected Program Start Date: Fall 2016

College: Cypress College

District: NOCCCD

**Contact Information**

Voting Member: Dr. Steve Donley

Title: Dean, Career & Technical Education

Phone Number: (714) 484-7233

Email: sdonley@cypresscollege.edu

**Goal(s) of Program (Check all that apply):**

Career Technical Education (CTE)

Transfer

Other

**Type of Program (Check all that apply):**

Certificate of Achievement 12-17 (or 17-27 quarter) units

Certificate of Achievement 18+ semester (or 27+ quarter) units

Associate of Science Degree

Associate of Arts Degree

**Reason for Approval Request (Check One):**

New Program

Substantial Change

Locally Approved

**Program Information**

1012.00

Recommended [Taxonomy of Program \(TOP\) Code](#)

\_\_\_\_\_ Units for Major-Degree

\_\_\_\_\_ Total Units for Degree

21

Required Units-Certificate

**Written Form**

**1. Insert the description of the program as it will appear in the catalog. (See PCAH pp. 142 and 170)**

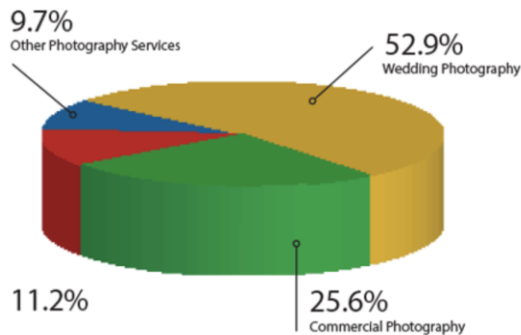
The Advanced Portrait & Wedding Photography Certificate is designed to further prepare students for starting their own business or for employment within the wedding/portrait industry. To earn a certificate, complete the required courses as listed with a minimum grade of "C." At least 50% of all course work must be completed at Cypress College.

**2. Provide a brief rationale for the program.**

The Wedding and Portrait Photography industry is one of the largest employers of our photo student graduates. (see chart below for general industry info) To insure students are fully qualified to compete in this competitive arena, we plan to offer students advanced curriculum so they will be better prepared to produce quality work, understand business principles, and have a more well-rounded grasp of all technical and

artistic requirements of this field.

Products and Services Segmentation in 2012



source: www.ibisworld.com

**3. Summarize the Labor Market Information (LMI) and employment outlook (including citation for the source of the data) for students exiting the program. (See PCAH pp. 85-88, 136, 147, 148, 165, 168, and 176)**

The average salary for a wedding photographer was \$110,000 as of Feb. 15, 2016, according to data listed on job website Indeed, a recruitment advertising network. This salary data refers primarily to independently owned and managed wedding photographers. This is much higher than the average salary for all job postings nationwide but down from a year ago. This is also substantially higher than the \$28,860 average wage reported for all photographers by the Bureau of Labor Statistics.

Annual Job Openings by Occupation - Los Angeles and Orange Counties			
SOC Code	Occupation Title (Linked to "Occupation Profile")	2012 Employment	Annual Job Openings (1)
274011	Audio and Video Equipment Technicians	6,110	160
274021	Photographers	5,820	69
	<b>Total</b>	11,930	229

Wages by Occupation - Los Angeles and Orange Counties						
Area Name	SOC Code	Occupational Title	Mean Hourly Wage	Mean Annual Wage	25th Percentile Hourly Wage	75th Percentile Hourly Wage
Los Angeles Co	27-4011	Audio and Video Equipment Tech	\$25.96	\$53,984	\$17.61	\$32.50
Los Angeles Co	27-4021	Photographers	\$32.25	\$67,084	\$15.09	\$46.15
Orange Co	27-4011	Audio and Video Equipment Tech	\$21.89	\$45,537	\$13.64	\$28.41
Orange Co	27-4021	Photographers	\$21.89	\$45,537	\$13.64	\$28.41

Source: Job Outlook for California Community College Educational Programs, Labor Market Information, California EDD; <http://www.labormarketinfo.edd.ca.gov/commcolleges/default.asp>

**4. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (There is space for 10 listings, if you need more, please contact [laocrc@sccollege.edu](mailto:laocrc@sccollege.edu))**

College	Program	Who You Contacted	Outcome of Contact
Fullerton College	Photography	Melody La Montia, Dept Chair	"Go Forth and Prosper"
Golden West College	Photography	Amanda Best Dept. Chair	"we have no certificate like that at our college. Sounds great to me!"
Cerritos College	Photography	Gary Pritchard/Dean Fine Arts	"Thank you for your message. We offer no certificate like the one described in your email."
OCC	Photography	Blade Gillissen/Dept Chair	"No conflict here. The certificate seems really specific, but I know there is a demand for wedding photographers. Please keep me posted on your completion numbers, I'd be curious to see how it pans out"

5. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (There is space for 20 listings, if you need more, please contact [laocrc.sccollege.edu](http://laocrc.sccollege.edu)). (See PCAH pp. 143 and 171)

Courses	Course Number	Course Title	Units
Photography	PHOT 109 C	Portrait Photography	3
Photography	PHOT 110 C	About Faces: Portraiture	3
Photography	PHOT 104 C	Wedding and Event Photography	3
Photography	PHOT 106 C	Advanced Wedding Photography	3
Photography	PHOT 219 C	Editorial Photography	3
Photography	PHOT 227 C	Retouching and Digital Workflow	3
Photography	PHOT 118 C	Available Light Photography	3
Total			21

6. Include any other information you would like to share.

An article at <http://www.ppmag.com/profit-center/1/How-you-can-make-more-money-PPAs-groundbreaking-financial-survey-can-be-your-guide.php>, states that "Knowledge is Power". It goes on to state how much more money a photographer can make when they are business savvy. The editorial presents that the best performing home based studios earn an average of \$ 81,527 per year as opposed to the average of \$ 32,977. The goal of our program is to provide the proper education necessary for success.