

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

**Fill In Form**

Photography Video Production  
 Proposed Program Title

Fall 2016  
 Projected Program Start Date

Mt. San Antonio College  
 College

Mt. San Antonio College  
 District

**Contact Information**

Jemma Blake-Judd  
 Voting Member

Dean, Technology and Health  
 Title

\_\_\_\_\_  
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 Email

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

X Career Technical Education (CTE)       Transfer       Other

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

Certificate of Achievement 12-17 (or 17-27 quarter) units      X Certificate of Achievement 18+ semester (or 27+ quarter) units  
 Associate of Science Degree       Associate of Arts Degree

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

X  New Program       Substantial Change       Locally Approved

**Program Information**

101200      Recommended [Taxonomy of Program \(TOP\) Code](#)

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

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

25      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)**

This Certificate integrates still photography and video capture, for the student that is interested in the field of photography coupled with video production. It is designed to prepare students for entry-level employment as both a photographer and videographer. The goals of this Certificate are to prepare students to combine still and video to produce quality imagery by working collaboratively using digital camera still and video capture, lighting, composition, storytelling, audio, and image editing and output techniques to produce visuals that effectively communicate ideas or narratives for commercial, editorial, or fine art purposes

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

Just as the advent and popularity of digital still photography created many new opportunities for photographers, recent improvements in camera technology which include video capture in addition to still image making, have increased opportunities as well as challenges for today's photographers. As a result of this industry shift towards the "convergence" of still and video technologies, photographers are faced not only with the need to master the traditional skills of camera operation, lighting, exposure, composition, storytelling, image

editing, etc. but also with the necessity to acquire very high-level digital capture and image editing skills using both still and motion content.

The Photography Video Production certificate prepares students to succeed in the field of photography and related industries as a photographer or videographer, and fulfills the college mission of “supporting students in achieving their educational goals in an environment of academic excellence”. This program also closely aligns with a primary mission of the California Community College System: “to advance California’s economic growth and global competitiveness through education, training, and services that contribute to continuous work force improvement”.

**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)**

According to EMSI regional job growth (2013-2021) for photographers in LA/OC is predicted to be 12.1% (1,136 jobs). Median wages are \$20.04/hour and the average number of monthly hires between January 2013 and March 2016 was 240. EMSI data indicates that there were 202 annual openings in 2013 and 125 regional completions. In 2014, there were 389 openings and 210 regional completions, indicating a small supply gap for photographers. However, since the proposed Certificate program combines photography skills with video operation, production, and editing skills, data was also considered for “Camera Operators, Television, Video and Motion Pictures” (53 annual openings) as well as “Film and Video Editors” (113 annual openings). The combined expected annual openings for the three fields is 227. Additionally, cinematography and film/video production has a supply gap as well. There were 2,020 annual openings in this area with 1,494 regional program completions in film/video production.

Photographers with the additional video skill sets proposed in this certificate are significantly more marketable than photographers without video capabilities. In addition, new, emerging technology has created new opportunities for photographers with video skills. “Behind the Scenes” videos, “moving images”, as well as short advertising clips for web use have exploded into the marketplace, demanding skills that bridge the gap between still and motion capture. It is important to point out that the majority of practitioners in each of these three fields are typically employed as freelancers, contract workers, or self-employed small business owners, and not captured in typical LMI data.

**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
Orange Coast College	Photography and Videography Certificate	Website	While the title of the Certificate is similar, it is not similar in content or intent. In addition, Orange Coast College is more than 32 miles from Mt. SAC, and is not considered in our local area.

**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](mailto:laocrc@sccollege.edu)). (See PCAH pp. 143 and 171)**

Requirements	Dept. Name/#	Name	Units	Sequence
Required Core (3 units)	PHOT 9 -OR- ARTC100	Digital Image Editing for Photographers	3	Yr 1, Fall
		-OR- Graphic Design 1	3	Yr 1, Fall
Required Core (3 units)	PHOT 10	Basic Digital and Film Photography	3	Yr 1, Fall

Required Core (4 units)	PHOT 11	Intermediate Photography	4	Yr 1, Spring
Required Core (3 units)	PHOT 14	Commercial Lighting	3	Yr 1, Spring
Required Core (3units)	PHOT 26	Video for Photographers	3	Yr 2, Fall
Required Core (3 units)	R-TV 22	Editing for Film and Television	3	Yr 2, Fall
Required Core (3 units)	R-TV 29	Introduction to Audio Production for Film and Television	3	Yr 2, Spring
One Elective (3 units)	PHOT 17	Photocommunication	3	Yr 2, Spring
	R-TV 14	Media Aesthetics	3	Yr 2, Spring
	ANIM 172	Motion Graphics, Compositing and Visual Effects	3	Yr 2, Spring
	ARTC 272	Motion Graphics, Compositing and Visual Effects	3	Yr 2, Spring
	PHOT 30	Advertising Photography	3	Yr 2, Spring
Recommended Electives	PHOT 28	Photography Portfolio Development	3	
	-OR-	-OR-		
	ARTC 290	Portfolio	3	
	-OR-	-OR-		
	ANIM 148	Demo Reel	3	
	PHOT 29	Studio Business Practices for Commercial	3	
	-OR-	-OR-		
	R-TV 15	Broadcast Law and Business Practices	3	

TOTAL UNITS: 25

Proposed Sequence:

Year 1, Fall = 6 units

Year 1, Spring = 7 units

Year 2, Fall = 6 units

Year 2, Spring = 6 units

TOTAL UNITS: 25 units