

Commercial Multimedia: Commercial Photography Option

Bachelor of Science (BS)

Commercial Photography Graphics

Students who choose the commercial photography major learn to operate their own commercial photography studio or work for one, and prepare for other professions such as photo editor, photo retoucher, photographic assistant, and other fields of visual and graphic communication and applied arts. Students learn the principles of film and digital photography and other digital imaging technologies. Courses focus on proper exposure for digital images, studio and location lighting, and post-production, including editing, retouching, and compositing.

Students learn business and creativity skills through this interdisciplinary program, which includes courses in entrepreneurship, marketing, copyright law, client relations, art and design, and creative problem solving. Students also will learn new technologies in digital image management, graphics production and workflow, in addition to specific genres of photographs, such as still life, wedding and event photography, product, portrait and corporate.

Commercial Photography students will...

- Use software for print and web design, including design, digital imaging, editing, typography and layout.
- Acquire and edit digital images. The digital still camera and its operations are stressed along with computer image editing software.
- Be introduced to multimedia software, hardware, the integration of text, technical graphics, sound, animation, web page design, and CD/DVD publishing.
- Be introduced to software such as Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe InDesign and Adobe Flash.

Career Planning

Career preparation is part of the mission of Southeast. In fact, more than 90% of Southeast students participate in internships, clinical opportunities, student teaching, research assistantships, and study abroad.

Professional career counselors are available for all students. The Office of Career Services in Academic Hall 057 can provide students with professional career counseling, resume critiques, practice interviews, job search strategies, career events, networking opportunities, and more.

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001/CL002	First Semester	Complete the FOCUS2 assessment and develop a Career Action Plan.
CL003	Junior Year	Students gain information about career planning and job searching resources.
CL004	Senior Year	Students demonstrate advanced proficiency by identifying a position in their field, developing a cover letter, and tailoring a resume for the position. Materials are critiqued to ensure preparedness for a successful job search.

Career Opportunities

- Photographer
- Photo Editor
- Photo Retoucher
- Crime Scene Photographer
- Photo Assistant
- Studio Manager

Student Organization

Student Photography Association

The Student Photography Association provides opportunities to make photographic work in digital or film. Film processes include developing and printing of original photographic work; toning prints; using halo chrome and liquid light and other darkroom techniques. Members organize photography field trips and outings for additional experience.

To learn more
Office of Admissions
(573) 651-2590
admissions@semo.edu
semo.edu

To explore
the College of
Science, Technology and
Agriculture online, visit
www.semo.edu/costa

For advising
Center for Academic Advising - North
(573) 651-5090
www.semo.edu/advising
advisingnorth@semo.edu

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This is a guide based on the 2016-2017 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use DegreeWorks to monitor their individual progress.

CURRICULUM CHECKLIST

Commercial Photography – 81 hours – No Minor Required

Commercial Multimedia Core Required Courses:

- ___ CH180 Chemistry in Our World (3)
- ___ GM180 Introduction to Technical Graphics (3)
- ___ GM200 Vector/Bitmap Graph for Industry (3)
- ___ GM282 Vector Graphics (3)
- ___ GM320 Graphic User Interface Design (3)
- ___ GM326 Interactive Multimedia (3)
- ___ GM385 HD/SLR Video Capture (3)
- ___ GM490 Advanced Graphics Projects (3)
- ___ IM102 Technical Communication (3)
- ___ PG284 Photography Fundamentals (3)
- ___ PG285 Commercial Photographic Lighting (3)
- ___ PG286 Commercial Studio Photography (3)
- ___ PG384 Commercial Photography I (3)
- ___ MA134 College Algebra (3)

Choose 3 Hours From:

- ___ MA133 Plane Trigonometry (3)
- ___ MA223 Elementary Statistics (3)

Commercial Multimedia: Commercial Photography Option:

- ___ AR104 Design Foundations (3)
- ___ AR201 Color Composition (3)
- ___ BA361 Principles of Entrepreneurship (3)
- ___ IU321 Creative Problem Solving (3)
- ___ MC101 Mass Communication & Society (3)
- ___ MC310 Advertising Communication Strategies (3)
- ___ MC312 Advertising Creative Concepts (3)
- ___ MC429 Media Management (3)
- ___ MK301 Principles of Marketing (3)
- ___ PG300 Advanced Lighting Technology (3)
- ___ PG325 Practices of Commercial Photography (3)
- ___ PG484 Commercial Photography II (3)

Choose 3 Hours From:

- ___ BA561 Entrepreneurship Planning & Strategy (3)
- ___ MK343 Advertising & Promotion (3)
- ___ MK555 Internet Marketing (3)

University Studies Requirements (not already listed above):

UI100 First Year Seminar, EN100, Written Expression, Oral Expression, Literary Expression, Behavioral Systems, Living Systems, Development of a Major Civilization, Economic Systems, Political Systems, one IU/UI3XX and one UI4XX

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	3	AR201	3
	EN100	3	GM200	3
	GM180	3	MA133/MA223	3
	MA134	3	Behavioral Systems	3
	Living Systems	3	Written Expression	3
Total	15		Total	15
SECOND YEAR	CH180	3	AR104	3
	MC101	3	GM320	3
	GM282	3	IM102	3
	PG284	3	PG285	3
	Oral Expression	3	Economic Systems	3
Total	15		Total	15
THIRD YEAR	GM326	3	IU321	3
	GM385	3	BA361	3
	MK301	3	MC429	3
	PG286	3	PG384	3
	PG325	3	Develop of a Major Civ	3
Total	15		Total	15
FOURTH YEAR	MC310	3	GM490	3
	PG300	3	MC312	3
	PG484	3	MK343/MK555/BA561	3
	Literary Expression	3	IU/UI3XX	3
	Political Systems	3	UI4XX	3
Total	15		Total	15

Degree requirements for all students: a minimum of 120 credit hours, completion of University Studies program, career proficiencies (CL001-004), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the senior level.

Refer to the Undergraduate Bulletin or DegreeWorks for additional graduation requirements (i.e., minimum GPA and course work) for your program of study.