

## 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. 100% of programs offer our students an internship, study-abroad program, clinical opportunity, student teaching or research internship.

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

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001	First Semester	Students connect academic career planning by completing an online career assessment
CL002	Second Semester	Students learn more about resources available to enhance academic and career planning
CL003	Junior Year	Students learn about continued career planning, job search strategies, and networking
CL004	Senior Year	Students learn about resume development, professional communication, interviewing, and transitioning to the first job from college

#### 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 2017-2018 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)
- \_\_\_ IM300 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

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at [semo.edu/transfercredit](http://semo.edu/transfercredit).

**SAMPLE FOUR-YEAR PLAN**

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI100	3	AR201	3
	EN100	3	GM200	3
	GM180	3	MA133/MA223	3
	MA134	3	Behavioral Systems	3
	Living Systems	3	Written Expression	3
<b>Total</b>	<b>15</b>		<b>Total</b>	<b>15</b>
<b>SECOND YEAR</b>	CH180	3	AR104	3
	MC101	3	GM320	3
	GM282	3	IM300	3
	PG284	3	PG285	3
	Oral Expression	3	Economic Systems	3
<b>Total</b>	<b>15</b>		<b>Total</b>	<b>15</b>
<b>THIRD YEAR</b>	GM326	3	IU321	3
	GM385	3	BA361	3
	MK301	3	MC429	3
	PG286	3	PG384	3
	PG325	3	Develop of a Major Civ	3
<b>Total</b>	<b>15</b>		<b>Total</b>	<b>15</b>
<b>FOURTH YEAR</b>	MC310	3	GM490	3
	PG300	3	MC312	3
	PG484	3	MK343/MK555/BA561	3
	Literary Expression	3	Elective	3
	Political Systems	3	Elective	3
<b>Total</b>	<b>15</b>		<b>Total</b>	<b>15</b>

**Degree requirements for all students:** a minimum of 120 credit hours, completion of University Studies program, completion of 39 senior division hours (300-599), 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 Degree Works for additional graduation requirements for your program.

Revised  
3/31/2017