

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.

Becoming Career Ready...

THE HOLLAND COLLEGE OF ARTS AND MEDIA PREPARES YOU TO EARN A LIVING "DOING WHAT YOU LOVE TO DO."

/ Faculty work closely with students in small class settings to prepare them for the careers in the commercial photography industry.

/ Commercial Photography graduates work in business, industry, education and government settings. Examples of job titles are professional photographer, digital imaging, advertising photographer, documentary photographer, food photographer, studio manager and photo editor.

/ Students use software for print and web design, including design, digital imaging, editing, typography and layout.

/ Majors acquire and edit digital images using digital still camera. The camera operations are stressed along with computer image editing software.

/ The curriculum introduces students to multimedia software, hardware, the integration of text, technical graphics, sound, animation, web page design and CD/DVD publishing.

/ Other programs in which students gain knowledge are Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe InDesign and Adobe Flash.

/ 100% of Southeast programs offer a real-world experience. Commercial Photography majors gain this experience in an Advanced Graphics Projects course during the senior year.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests and skills in the arts to jobs and opportunities in the industry. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

Career Opportunities

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

Transfer and Dual Credit Students

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at semo.edu/transfercredit.

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

To explore
 the Holland College of Arts and
 Media online, visit
semo.edu/arts-media

For advising
 Center for Academic Advising
semo.edu/advising

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This is a guide based on the 2019-2020 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 Degree Works 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)
- ___ MA116 Precalculus A (3)

Choose 3 Hours From:

- ___ MA117 Precalculus B (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)

General Education Requirements – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	3	AR201	3
	EN100	3	GM200	3
	GM180	3	MA117/MA223	3
	MA116	3	General Education	3
	General Education	3	General Education	3
	Total	15	Total	15
SECOND YEAR	CH180	3	AR104	3
	MC101	3	GM320	3
	GM282	3	IM300	3
	PG284	3	PG285	3
	General Education	3	General Education	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	General Education	3
	Total	15	Total	15
FOURTH YEAR	MC310	3	GM490	3
	PG300	3	MC312	3
	PG484	3	MK343/MK555/BA561	3
	General Education	3	Elective	3
	General Education	3	Elective	3
	Total	15	Total	15

Degree requirements for all students: a minimum of 120 credit hours, completion of the General Education program, completion of 39 senior division hours (300-599), Writing Proficiency Exam (WP003). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.