



Course Description

PGY2470C | Portfolio Preparation | 3.00 - 4.00 credits

This course provides graduating students individual guidance and direction in the preparation of their portfolios. Emphasis is given to the realization of new photographic images. Prerequisites: PGY2111C, 2210, 2221, 2222

Course Competencies:

Competency 1: The student will demonstrate the ability to evaluate and compare complex ideas related to creativity and the photography-making process by:

1. Identifying, describing, and analyzing photographers' styles and aesthetic practices
2. Exploring the interplay of creativity within the photography process, delving into how photographers visually interpret specific projects
3. Examining renowned photographers' complex projects, using their work as a lens to comprehend the intricate relationship between creativity and the photography-making process

Competency 2: The student will articulate technical and conceptual foundations of student's own work in written and spoken form by:

1. Conveying work through a concise bullet list highlighting featured ideas and their relation to specific projects
2. Crafting an artist statement by extracting key highlights from the bullet list, capturing the essence of the work
3. Fine-tuning artist statement through faculty recommendations

Competency 3: The student will produce a high-quality portfolio showcasing their work in both physical and digital formats, tailored for transfer school applications or professional opportunities by:

1. Curating a portfolio as a final body of work by discerning and justifying the selection process for photographs/images
2. Communicating the artist's statement through both written and verbal mediums
3. Ensuring the body of work meets professional standards
4. Creating a physical, hard-copy version of the finalized portfolio
5. Developing a web-based version of the finalized portfolio
6. Presenting the portfolio and contributing to productive critique experiences
7. Researching and determining potential schools or professional opportunities to apply to

Competency 4: The student will formulate written strategies for starting a small photographic business by:

1. Determining the type of photography the business will specialize in
2. Identifying equipment and software needed to start a photographic business
3. Describing a business model in both written and verbal form that outlines the target market, services offered, pricing strategy, and marketing plan
4. Creating a professional website
5. Developing a consistent brand identity using social media
6. Understanding the importance of having clear, comprehensive contracts that outline services, prices, usage rights, and expectations to protect the business and the client

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities