

Art BFA (Photography)

Knowledge Of The History Of Photography

Goal Description:

Students in the BFA Photography program will have an understanding of the History of Photography. They will be familiar with contemporary theories, trends and practices in photography. Students will be able to contextualize ideas in the continuum of this history and understand the relation of their own work to photography that has preceded it.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Historical And Contemporary Knowledge

Learning Objective Description:

Students in the BFA Photography program will have an understanding of the History of Photography. They will be familiar with contemporary theories, trends and practices in photography and be able to contextualize ideas in the continuum of this history. Students will be able to understand the relation of their own work to photography that has preceded it.

RELATED ITEM LEVEL 2

History of Photography Essays or Research Paper

Indicator Description:

Students in ARTS 3381, The History of Photography, will write an essay or research paper exploring an artwork, artist, period, group of artists, collection, or theme. The paper should include an analysis of the works and their historical significance. The paper may also discuss the formal attributes of the photograph, the style, the social or political influences, the technology use, and the subject matter.

- The essays will:
- provide a clear introduction and draw conclusions supported by visual and contextual evidence.
 - move from specific examples to general statements.
 - describe the works accurately and clearly.
 - use vocabulary introduced in classroom lectures and photography history textbooks.
 - convey a clear and convincing image of their perspective.
 - use external information about the cultural context and photographic techniques gathered from readings and presentations.
 - present an understanding of the works in a way that is convincing and supported by detailed evidence.
 - sum up major ideas and draw convincing conclusions grounded in visual evidence and contextual information.

Criterion Description:

The essays will be evaluated by 3 members of the Photo faculty. The faculty will use a rubric with a scale of 0-100% to evaluate the abilities and proficiencies. It is expected that at least 70% of the students evaluated will score 85 or higher in each aspect of the evaluation. The faculty would like to continue to assess and maintain this objective since the standards and assignments of the class continued to improved last year.

Findings Description:

Weakness in All Areas Of History of Photography

	0% scored above 85 on clarity of writing
	0% scored above 85 on describing works
	0% scored above 85 on providing context
	0% scored above 85 on vocabulary

0% scored above 85 on conclusion

The results show a need for improvement to meet the criterion in History of Photography. Only 2 faculty members provided scores. One of the faculty members is a recent hire who was not familiar with the history of this area. The Photography faculty overall feel that this area is improving despite the findings. However, faculty would still like to see more improvement in student’s vocabulary and ability to write a conclusion.

Attached Files

 [Photo History Averaged Scores](#)

 [Photo History Scores](#)

RELATED ITEM LEVEL 3

Action - Historical And Contemporary Knowledge

Action Description:

The Photo faculty will continue to work with the Art History faculty to develop curriculum and make sure the Photography students are continuing to improve their knowledge of the history of photography. The addition of a second tenure track art historian who focuses on scholarly research will promote better student art vocabulary and writing skills. The faculty see improvement in student’s ability to contextualize, understand, and describe work. The Photography Coordinator will continue to meet with Art History faculty to make sure students continue to improve their knowledge of photo history. The Photography Coordinator will also meet with Photography faculty to insure understands the expectations and importance of the assessment process.

Prepare Students For Professional Practice As Photographic Artists

Goal Description:

The BFA in Photography is the professional degree for Photography students in the Art Department. The BFA program will provide students with the skills to practice the art of photography at a professional level. The BFA will also qualify students to pursue the MFA degree at graduate schools in the United States.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Demonstrate Analog Photography Skills

Learning Objective Description:

Students will create photographs that demonstrate proficiency in the use of analog darkroom processes.

RELATED ITEM LEVEL 2

Analog Photography Skills

Indicator Description:

Students in ARTS 3374 Alternative Processes or ARTS 3365 Photographic Seminar will create portfolios of work for the final project using analog darkroom techniques.

A committee of Photography faculty will evaluate the samples of work from the portfolios to determine successful demonstration of:

- The ability to create a properly exposed negative for creation of prints.
- Proficiency in producing a positive print using both silver and non-silver techniques.
- The ability to express and communicate ideas and concepts through the medium of photography.
- appropriate choice of materials

Criterion Description:

The portfolios will be evaluated by 3 members of the Photo faculty. The faculty will use a rubric that uses a scale of 0-100% to evaluate the abilities and proficiencies. It is expected that at least 60% of the students evaluated will score 80 or higher in each aspect of the evaluation. This is a new area of assessment. The Photography faculty met and decided on the criteria. This year, work was evaluated from ARTS 3365 Photography Seminar in order to assess the new goals set in the fall semester. The same criteria of 60% scoring 80 or higher is the starting criteria.



Findings Description:

Weakness In Concept And Silver Print Production

- 30% scored above 80 on evaluation of ability to produce a proper exposure
- 20% scored above 80 on proficiency in non-silver printing
- 30% scored above 80 on proficiency in silver printing
- 20% scored above 80 on expression of concept
- 30% scored above 80 on appropriate use of materials

The results indicate, and faculty agree that proficiency in silver print production and concept development are weaknesses in this area of the photography program.

Attached Files

-  [Analog Average Scores](#)
-  [Analog Scores](#)

RELATED ITEM LEVEL 3

Action - Analog Photography Skills

Action Description:

This is a new area of assessment, but has been taught for many years. The previous darkroom facilities limited student’s ability to properly learn analog printing techniques. The darkroom has been upgraded and students now have less limitations in silver and analog printing. The Photography faculty agree this area is an important part of our student’s education in photography and would like to see more consistent student work from these courses. The Photography Program Coordinator will meet with the faculty and make plans for new assignments and set goals for current courses in the next academic year. The criterion of 60% of students scoring 80 or higher will be maintained.

RELATED ITEM LEVEL 3

Action: Professional Practices

Action Description:

More focus on content and professional presentation will be emphasized in all Photography Courses. The photography faculty will meet as a group with the Photography Area Coordinator to discuss methods of improving student’s artistic development and articulation of personal voice in all courses.

Students will continue to hold public exhibitions of their work in ARTS 4315 Professional Practices. During these exhibitions, students will continue to engage the community by giving public talks about their work and presenting written descriptions of their photographic projects. The Art Department has recently hired a gallery technician who will work with students and faculty teaching ARTS 4315 Professional Practices to create workshops and demonstrations to improve professional presentation. This year, more students framed their work and did show an improvement in this area, but not all Photography faculty attended the receptions or saw presentation methods. However, this area needs to continue to improve.

The recent fluctuation of faculty and understanding of the SACS process impacted the overall scores. While this change is partially responsible for the overall drop in numbers, the Photography faculty would like to see improvement in Professional Practice Proficiency.

RELATED ITEM LEVEL 1

Demonstrate Digital Imaging Skills

Learning Objective Description:

Students will demonstrate proficiency in the creation, manipulation, and printing of digital images.

RELATED ITEM LEVEL 2

Digital Portfolio

Indicator Description:

Students in ARTS 2370 will create portfolios of work for the final project using digital imaging techniques.

A committee of Photography faculty will evaluate the samples of work from the portfolios to determine successful demonstration of:

- Technical proficiency with ability to process Image color, white-balance, perspective, value, contrast and artifacts correction.
- Ability to create and construct complex composite images that reflect a true photographic reality by image evaluation, color/tone matching, bitmap image construction, shadow construction and transformation, and multi-step processes.
- Ability to create and maintain a photographic work flow, understand digital image global standards and prepare images for multiple formats, i.e. print, web, pdf, etc.
- the student's ability to express and communicate ideas and concepts through the medium of photography.

Criterion Description:

The portfolios will be evaluated by 3 members of the Photo faculty. The faculty will use a rubric that uses a scale of 0-100% to evaluate the abilities and proficiencies. It is expected that at least 70% of the students evaluated will score 80 or higher in each aspect of the evaluation. Based on last year’s assessment, faculty felt a need for improvement in this area. Last year work was evaluated from ARTS 3379 as an indicator of advanced student knowledge. This year, work was evaluated from ARTS 2370 in order to assess the new section offered this year for Photography majors and minors only. The same criteria of 70% scoring 80 or higher will be maintained.



Findings Description:

Weakness In Concept, Technique, And Compositing

- 25% scored above 80 on evaluation of technical proficiency.
- 25% scored above 80 on compositing.
- 33% scored above 80 on photographic digital printing.
- 8% scored above 80 on expression of concepts and ideas.

The results indicate, and faculty agree that digital manipulation and concept development are still weaknesses of the photography program.

Attached Files

-  [Digital Photo Average Scores](#)
-  [Digital Photo Scores](#)

RELATED ITEM LEVEL 3

Action - Digital Imaging Skills

Action Description:

This year a separate section of ARTS 2370 was taught for Photography majors and minors only. However, the course was taught by a new faculty member causing some inconsistencies. The quality of the student work did improve, but the new faculty member also provided scores for the indicator which lowered the overall scores. The Photography faculty would like to continue to see improvement in this area. The Photography Program Coordinator will meet with the faculty and make plans for new assignments and improvements to current assignments for the next academic year. In the past, digital printing has only been emphasized for the final. Faculty will teach digital printing throughout the course in the fall to see improvements in the digital print indicator.

RELATED ITEM LEVEL 1

Professional Practice Proficiency

Learning Objective Description:

Students will be proficient in the creation, manipulation, and printing of digital images and demonstrate the ability to use these techniques to create photographic artworks that have a personal aesthetic and are conceptually sophisticated.

RELATED ITEM LEVEL 2

Analog Photography Skills

Indicator Description:

Students in ARTS 3374 Alternative Processes or ARTS 3365 Photographic Seminar will create portfolios of work for the final project using analog darkroom techniques.

A committee of Photography faculty will evaluate the samples of work from the portfolios to determine successful demonstration of:

- The ability to create a properly exposed negative for creation of prints.
- Proficiency in producing a positive print using both silver and non-silver techniques.
- The ability to express and communicate ideas and concepts through the medium of photography.
- appropriate choice of materials

Criterion Description:

The portfolios will be evaluated by 3 members of the Photo faculty. The faculty will use a rubric that uses a scale of 0-100% to evaluate the abilities and proficiencies. It is expected that at least 60% of the students evaluated will score 80 or higher in each aspect of the evaluation. This is a new area of assessment. The Photography faculty met and decided on the criteria. This year, work was evaluated from ARTS 3365 Photography Seminar in order to assess the new goals set in the fall semester. The same criteria of 60% scoring 80 or higher is the starting criteria.



Findings Description:

Weakness In Concept And Silver Print Production

- 30% scored above 80 on evaluation of ability to produce a proper exposure
- 20% scored above 80 on proficiency in non-silver printing
- 30% scored above 80 on proficiency in silver printing
- 20% scored above 80 on expression of concept
- 30% scored above 80 on appropriate use of materials

The results indicate, and faculty agree that proficiency in silver print production and concept development are weaknesses in this area of the photography program.

Attached Files

-  [Analog Average Scores](#)
-  [Analog Scores](#)

RELATED ITEM LEVEL 3

Action - Analog Photography Skills

Action Description:

This is a new area of assessment, but has been taught for many years. The previous darkroom facilities limited student’s ability to properly learn analog printing techniques. The darkroom has been upgraded and students now have less limitations in silver and analog printing. The Photography faculty agree this area is an important part of our student’s education in photography and would like to see more consistent student work from these courses. The Photography Program Coordinator will meet with the faculty and make plans for new assignments and set goals for current courses in the next academic year. The criterion of 60% of students scoring 80 or higher will be maintained.

RELATED ITEM LEVEL 3

Action: Professional Practices

Action Description:

More focus on content and professional presentation will be emphasized in all Photography Courses. The photography faculty will meet as a group with the Photography Area Coordinator to discuss methods of improving student’s artistic development and articulation of personal voice in all courses.

Students will continue to hold public exhibitions of their work in ARTS 4315 Professional Practices. During these exhibitions, students will continue to engage the community by giving public talks about their work and presenting written descriptions of their photographic projects. The Art Department has recently hired a gallery technician who will work with students and faculty teaching ARTS 4315 Professional Practices to create workshops and demonstrations to improve professional presentation. This year, more students framed their work and did show an improvement in this area, but not all Photography faculty attended the receptions or saw presentation methods. However, this area needs to continue to improve.

The recent fluctuation of faculty and understanding of the SACS process impacted the overall scores. While this change is partially responsible for the overall drop in numbers, the Photography faculty would like to see improvement in Professional Practice Proficiency.

RELATED ITEM LEVEL 2

Senior Portfolios

Indicator Description:

Seniors in the BFA Photography program will take ARTS 4315 Professional Practices in Art. Portfolios and exhibitions by senior Photography students in this class will be assessed.

The works in the portfolios will demonstrate:

- expression of concept through art
- artistic development through the evolution of concept
- use of medium and materials to express concept
- evidence of personal voice
- professional presentation

Criterion Description:

The portfolios will be evaluated by 3 members of the Photo faculty. The faculty will use a rubric that uses a scale of 0-100% to evaluate the abilities and proficiencies. It is expected that at least 75% of the students evaluated will score 85 or higher in each aspect of the evaluation. Last year, all of the students met the criteria for evaluation, but Photography faculty still saw room for improvement. This year we are maintaining the expected percentage of 75% to score 85.

Findings Description:

- 25% scored above 85 on expression of concept
- 0% scored above 85 on artistic development
- 12.5% scored above 85 on use of medium and materials
- 12.5% scored above 85 on evidence of personal voice
- 12.5% scored above 85 on professional presentation

The results indicate, and faculty agree that expression of concept, artistic development, use of medium and materials, evidence of personal voice, and professional presentation are weaknesses of the photography program

Attached Files

- [!\[\]\(09885fa7dbc7efea01a3982f2e00fbcd_img.jpg\) Professional portfolio averaged scores](#)
- [!\[\]\(efbba78d414c0d979a2d6cb4f74c9442_img.jpg\) Professional Pract Portfolio Scores](#)

RELATED ITEM LEVEL 3

Action - Digital Imaging Skills

Action Description:

This year a separate section of ARTS 2370 was taught for Photography majors and minors only. However, the course was taught by a new faculty member causing some inconsistencies. The quality of the student work did improve, but the new faculty member also provided scores for the indicator which lowered the overall scores. The Photography faculty would like to continue to see improvement in this area. The Photography Program Coordinator will meet with the faculty and make plans for new assignments and improvements to current assignments for the next academic year. In the past, digital printing has only been emphasized for the final. Faculty will teach digital printing throughout the course in the fall to see improvements in the digital print indicator.

RELATED ITEM LEVEL 3**Action: Professional Practices****Action Description:**

More focus on content and professional presentation will be emphasized in all Photography Courses. The photography faculty will meet as a group with the Photography Area Coordinator to discuss methods of improving student’s artistic development and articulation of personal voice in all courses.

Students will continue to hold public exhibitions of their work in ARTS 4315 Professional Practices. During these exhibitions, students will continue to engage the community by giving public talks about their work and presenting written descriptions of their photographic projects. The Art Department has recently hired a gallery technician who will work with students and faculty teaching ARTS 4315 Professional Practices to create workshops and demonstrations to improve professional presentation. This year, more students framed their work and did show an improvement in this area, but not all Photography faculty attended the receptions or saw presentation methods. However, this area needs to continue to improve.

The recent fluctuation of faculty and understanding of the SACS process impacted the overall scores. While this change is partially responsible for the overall drop in numbers, the Photography faculty would like to see improvement in Professional Practice Proficiency.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Senior Photography students in ARTS 4315 Professional Practices in Art exhibited their work with more attention to presentation. The students engaged the community with presentations and written explanations of their projects.

The Photography faculty met to evaluate and discuss the course content and learning objectives for ARTS 2365 Photographic Visualization, ARTS 3365 Photography Seminar, and ARTS 3374 Alternative Photographic Process. A criteria was developed for assessment and work was assessed in this cycle.

Update of Progress to the Previous Cycle's PCI:

The Photo faculty did follow through on the previous cycle's plan for continuous improvement, but saw a drop in performance scores. The faculty will meet to consider issues which may have caused this drop. More focus should be paid to content, printing, and presentation in next cycle's plan.

Plan for Continuous Improvement

Closing Summary:

Senior Photography students will continue to exhibit their work in public exhibitions and engage the community with presentations and written explanations of their projects.

The Photography Faculty will meet to evaluate and revise the course content and learning objectives for ARTS 2365 Photographic Visualization and ARTS 3374 Alternative Photographic Process. A criteria will be developed for assessment.

The Photography faculty discuss reasons why this year's goals were not met and work towards bringing scores up in all areas.

The faculty are continuing to emphasize and promote digital techniques as well as development of content across the curriculum. The new section of ARTS 2370 Digital Photography for major and minors only has made improvements to students’ technical skills and the faculty will continue to utilize Lynda.com to help improve skills in digital photographic editing.

Areas that Photography faculty indicate need improvement and should be assessed in the next cycle are:

- proficiency in analog printing techniques
- continued improvement in advanced image editing techniques using Adobe Photoshop and Lightroom.
- continued emphasis on experimentation and development of content.
- continued improvement in student’s ability to describe, discuss, and summarize photographic works of art in their historical and cultural context.
- continued improvement in professional presentation practices