

Photography BFA

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 and 1 Art Historian. 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:

Findings Description

Weakness in All Areas Of History of Photography

43% scored above 85 on clarity of writing

28% scored above 85 on describing works

43% scored above 85 on providing context

43% scored above 85 on vocabulary

43% scored above 85 on conclusion

The results show an improvement from last year, but improvement to meet the criterion in History of Photography is still needed. This year we worked with the Art Historian to improve content and she provided scores for the indicator rubric. The Photography faculty overall feel that this area is continuing to improve. However, faculty would still like to see more improvement in student’s vocabulary, ability to describe work, and write a conclusion.

Attached Files

 [History of Photo Indicator Worksheet](#)

RELATED ITEM LEVEL 3

History of Photography

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 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 goal of at least 70% of the students evaluated will score 85% or higher in each aspect of the evaluation will be maintained in the next cycle.

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 3 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 year, work was evaluated from ARTS 3365 Photography Seminar. Since we did not meet the criteria last year, the same criteria of 60% scoring 80% or higher is the expectation.

Attached Files

 [3. SACS 2017 Analog](#)

Findings Description:

Weakness In Concept And Non-silver Print Production

40% scored above 80 on evaluation of ability to produce a proper exposure

30% scored above 80 on proficiency in non-silver printing

30% scored above 80 on proficiency in silver printing

30% scored above 80 on expression of concept

40% scored above 80 on appropriate use of materials

The results indicate, and faculty agree that proficiency in all areas of analog photography are weaknesses in this area of the photography program. In particular use of medium to express a concept needs improvement. Non-silver techniques were not observed this cycle, but faculty feels this is another area that needs to be improved. While the scores did rise, they are still falling below the criteria.

RELATED ITEM LEVEL 3

Action Description Analog Photography

Action Description:

More focus will be placed upon content in the analog photography courses. The faculty will observe alternative processes in the fall and silver printing in the spring. The biggest strength in this area is the student ability to produce digital negatives for analog printing. The photography faculty will work to communicate which processes should be covered in the analog classes and how students can become more skilled in this area while also focusing on content. Since we did not meet the criteria last year, the same criteria of 60% scoring 80% or higher is the expectation.

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 ART 3376 will create portfolios of work for the final project using digital imaging techniques. A committee of 3 Photography faculty will evaluate the samples of work from the portfolios to determine successful demonstration of:

- Ability to create a properly exposed digital image using manual camera settings, basic editing software, and rules of composition.
- Ability to evaluate and digitally process image color, white-balance, value, contrast and artifacts correction.
- Ability to create and construct complex 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 produce a digital photographic print which exhibits an understanding of proper print resolution, color management, contrast, sharpness, etc.
- 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 2370 as an indicator of beginning student knowledge. This year, work was evaluated from ARTS 3376 in order to assess advanced students and since the enrollment in ARTS 2370 did not contain any Photography majors. The same criteria of 70% scoring 80 or higher will be maintained. The faculty agreed to change some of the indicator rubric to properly assess skills that are being taught in all digital photography based courses.

Findings Description:

Weakness In Concept

100% scored above 80 on Exposure & Composition

100% scored above 80 on Color & White Balance

100% scored above 80 on Digital Image Editing

100% scored above 80 on Printing

100% scored above 80 on expression of concepts and ideas.

The results indicate that students are scoring above 80% in all areas, however, the faculty agree that digital manipulation and concept development are still weaknesses of the photography program. This areas has improved from last year's findings in part due to observing higher level courses.

Attached Files

 [SACS 17 Digital](#)

RELATED ITEM LEVEL 3

Digital Imaging Skills

Action Description:

This year the work of advanced students were evaluated to insure that students were learning skills in ARTS 2370 that would allow them to be competent in digital editing in their advanced courses. While 100% of students met the new criteria, the faculty feels that

conceptual development and digital editing skills should continue to improve. For the next cycle it will be expected that 80% of students score 85% or higher in each aspect of the evaluation. The Photography faculty will meet to determine if the new rubric is accurately reflecting the skills needed by students for professional proficiency.

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

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:

87.5% scored above 85 on expression of concept

62% scored above 85 on artistic development

75% scored above 85 on use of medium and materials

50% scored above 85 on evidence of personal voice

100% scored above 85 on professional presentation

The results indicate, and faculty agree that evidence of personal voice is the weakest area in senior student portfolios. Artistic development is another area for improvement. While some areas are greatly improved from last year, the findings indicate conceptual and artistic development are still needing to be addressed.

Attached Files

 [SACS 17 Prof Pract](#)

RELATED ITEM LEVEL 3

Professional Practices

Action Description:

More focus will be placed upon content in all Photography classes in order to increase conceptual and artistic development by the time students enter ARTS 4315 Professional Practices. The Photography faculty will meet to develop goals for conceptual assignments in all classes. The issue of professional presentation has greatly improved from last year, but faculty would like to see continued improvement in this area. The criteria of 75% scoring 85% or higher will be the goal for next cycle.

Update to Previous Cycle's Plan for Continuous Improvement

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

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

will 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.

The Photography faculty met to evaluate and discuss the course content and learning objectives for ARTS 2370 Digital Photography and decided to review advanced courses to determine how assignments learned early on impact advanced students' work. A criteria was developed for assessment and work was assessed in this cycle for digital editing. History of Photography scores improved as the Photography Coordinator met with the Art Historian to devise strategies for improving students' writing skills. This areas will continue to be reviewed in the hopes of maintaining or improving scores.

Update of Progress to the Previous Cycle's PCI:

Closing Update

The Photo faculty did follow through on the previous cycle's plan for continuous improvement and did see numbers increase across the board. However weaknesses still remain in analog printing, content, artistic development, non-silver printing, and digital editing. The criteria was reviewed for presentation and the faculty will continue to work toward teaching students professional presentation skills. This area improved this cycle. The Photography faculty will meet to determine what skills should be accomplished in future sections of ARTS 2370 Digital Photography, ARTS 2375 Photographic Visualization, and advanced analog based classes. The faculty will continue to work with Art Historians to improve students' ability to properly analyze, describe, and discuss images and artists in the history of photography. The faculty will meet to discuss ways of helping students achieve stronger conceptual development in their practice.

Plan for Continuous Improvement 2017/18

Closing Summary:

The Photo faculty will meet to discuss weaknesses in analog printing, content, artistic development, non-silver printing, and digital editing. The Photography faculty will meet to determine what skills should be accomplished in future sections of ARTS 2365 Photographic Concepts, ARTS 2370 Digital Photography, ARTS 2375 Photographic Visualization, and advanced analog based classes. The faculty will continue to work with Art Historians to improve students' ability to properly analyze, describe, and discuss images and artists in the history of photography. The faculty will meet to discuss ways of helping students achieve stronger conceptual development in their photographs and final portfolios.