### Digital Photography

<table>
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<tr>
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<tbody>
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<td>PHOB115 History of Photography</td>
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<td>PHOB419 Portfolio II</td>
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### General Education

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<tr>
<td>EN101 English I</td>
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<tr>
<td>EN102 English II</td>
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### Program Focus

**Quarters 1-3**
- FND110 Observation Drawing
- FND135 Image Manipulation
- FND150 Digital Color Theory
- PHOB101 Principles of Photography
- PHOB102 Introduction to Photography Applications
- PHOB103 Digital Image Management
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- PHOB113 Lighting
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- PHOB302 Location Photography

**Quarters 4-6**
- General Education Elective I
- MT113 Ideas of Mathematics
- PS101 Introduction to Psychology
- SC115 Science of Light

**Quarters 7-9**
- PHOB122 View Camera Theory
- PHOB205 Advertising/Art Direction
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- PHOB223 Advanced Lighting
- PHOB242 Editorial Photography
- PHOB303 Time-Based Media II
- PHOB307 Photography: Essay
- PHOB317 Photography Criticism
- Program Elective I

**Quarters 10-12**
- PHOB209 Portfolio I
- PHOB406 Internship
- PHOB408 Photography Marketing & Portfolio Package
- PHOB419 Portfolio II
- Program Elective II
- Program Elective III
- Program Elective IV

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded based on prior learning will decrease the overall length and cost of education. Course descriptions for elective and general education courses can be referenced in the catalog.

**Student Consumer Information**

https://www.artinstitutes.edu/atlanta/student-consumer-information

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

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100 EMBASSY ROW
ATLANTA, GA 30328-1649
770.394.8300 | 800.275.4242
PHOB101 PHOTOGRAPHIC DESIGN
Students demonstrate their ability to define and solve advanced design problems. Students will analyze the characteristics and purposes of various problems and then offer ideal and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately.
Prerequisite: PHOB101
Credits: 4

PHOB122 ADVERTISING / ART DIRECTION
Students will learn photographic techniques directed toward contemporary advertising. In this production-driven class students will explore various client scenarios to produce studio and on-location images.
Prerequisite: PHOB101
Credits: 4

PHOB122 BUSINESS OF PHOTOGRAPHY
A survey of current trends and an assessment of the skills and materials necessary for a student to comprehend small business operations and/or make themselves a productive member of a commercially viable team.
Prerequisite: None
Credits: 4

PHOB123 LIGHTING
Students will be introduced to the concepts and principles of lighting for photography. The course covers a broad range of both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image.
Prerequisite: PHOB101
Credits: 4

PHOB123 VIEW CAMERA THEORY
Working individually and in teams, students will utilize large format cameras both in the studio and on location, working with various light sources. Students will develop a frame of reference for their own work by examining the effective and ineffective characteristics in various examples of art and design.
Prerequisite: None
Credits: 4

PHOB130 HISTORY OF CONTEMPORARY PHOTOGRAPHY
Students will analyze the characteristics and purposes of various problems and then offer ideal and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately.
Prerequisite: PHOB130
Credits: 4

PHOB130 PHOTOGRAPHIC POST-PRODUCTION
Students research, develop concepts, and execute digital montages and multimedia projects to create a sequential, imagery not possible in the camera moment. Students will apply channels, masks, blending modes, vector tools, selections, filters and layers to photographs. In addition the course will cover post-production techniques, including retouching and compositing.
Prerequisite: PHOB130
Credits: 4

PHOB135 BUSINESS OF PHOTOGRAPHY II
This course aims to prepare students for entry-level employment within the industry by assisting them with the development and presentation of a graphic design portfolio that reflects the stated exit competencies. Students will demonstrate an understanding of the support skills set in areas such as research, conceptualization, presentation and project management.
Prerequisite: PHOB134
Credits: 4

PHOB136 PHOTOGRAPHIC ESSAY
This course will examine the processes of photography. Students will present a final portfolio of their work.
Prerequisite: PHOB135
Credits: 4

PHOB137 PHOTOGRAPHIC CRITICISM
This course will examine the processes of photography. Students will develop a vocabulary for critically analyzing photographs.
Prerequisite: PHOB136
Credits: 4

PHOB141 AGENCY MANAGEMENT
The focus is on business practices of the photographic industry. The course will cover the organizational and management structure of agencies along with strategies to ensure the success of the business environment.
Prerequisite: PHOB141
Credits: 4

PHOB142 PORTFOLIO II
Students learn basic portrait techniques applicable to general portraiture and consumer, corporate, advertising and editorial portraiture. Emphasis is placed on creating the visual narrative through the effective use of portraiture techniques.
Prerequisite: PHOB113
Credits: 4

PHOB143 STUDENT CAMERAS
Students are given the opportunity to develop studio and on-location images.
Prerequisite: PHOB144
Credits: 4

PHOB144 PHOTOGRAPHY MARKETING & PORTFOLIO PACKAGE
Students will demonstrate an understanding of the support skills set in areas such as research, conceptualization, presentation and project management.
Prerequisite: PHOB142
Credits: 4

PHOB148 BUSINESS OF PHOTOGRAPHY III
Develops strategies for the basics of the photography business. The focus is on the development of strategic business plans and market analysis.
Prerequisite: PHOB147
Credits: 4

PHOB149 BUSINESS OF PHOTOGRAPHY IV
Continues development of business strategies for the photography business. The focus is on the development of strategic business plans and market analysis.
Prerequisite: PHOB148
Credits: 4

PHOB201 INTRODUCTION TO PHOTOGRAPHY APPLICATIONS
Introduces the student to an overview of vector, raster, and time-based software tools used in photography. Students will analyze the characteristics and purposes of various problems and then offer ideal and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately.
Prerequisite: None
Credits: 4

PHOB203 PHOTOGRAPHIC TECHNIQUES
This course is an introduction to the principles of color and an exploration of color theory as it relates to media.
Prerequisite: None
Credits: 4

PHOB203 PHOTOGRAPHIC TECHNIQUES
Students will develop a frame of reference for their own work by examining the effective and ineffective characteristics in various examples of art and design.
Prerequisite: None
Credits: 4

PHOB205 LIGHTING
Working individually and in teams, students will utilize large format cameras both in the studio and on location, working with various light sources. Students will develop a frame of reference for their own work by examining the effective and ineffective characteristics in various examples of art and design.
Prerequisite: None
Credits: 4

PHOB207 PHOTOGRAPHIC POST-PRODUCTION
Students research, develop concepts, and execute digital montages and multimedia projects to create a sequential, imagery not possible in the camera moment. Students will apply channels, masks, blending modes, vector tools, selections, filters and layers to photographs. In addition the course will cover post-production techniques, including retouching and compositing.
Prerequisite: PHOB207
Credits: 4

PHOB213 PHOTOGRAPHY APPLICATIONS
Introduces the student to an overview of vector, raster, and time-based software tools used in photography. Students will analyze the characteristics and purposes of various problems and then offer ideal and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately.
Prerequisite: None
Credits: 4

PHOB215 BUSINESS OF PHOTOGRAPHY III
Develops strategies for the basics of the photography business. The focus is on the development of strategic business plans and market analysis.
Prerequisite: PHOB214
Credits: 4

PHOB217 BUSINESS OF PHOTOGRAPHY IV
Continues development of business strategies for the photography business. The focus is on the development of strategic business plans and market analysis.
Prerequisite: PHOB215
Credits: 4

PHOB222 WEB DESIGN FOR NON-MAJORS
In this production-driven class students will explore various client scenarios to produce studio and on-location images.
Prerequisite: PHOB101
Credits: 4

PHOB223 WEB DESIGN FOR NON-MAJORS
In this production-driven class students will explore various client scenarios to produce studio and on-location images.
Prerequisite: PHOB101
Credits: 4