

PROGRAM FOCUS

QUARTERS 1-3

PHOA101
Principles of Photography

PHOA102
Introduction to Photography Applications

PHOA103
Digital Image Manipulation

PHOA105
Photojournalism

PHOA112
Photographic Design

PHOA113
Lighting

PHOA203
Photographic Post-Production

FNDA110
Observational Drawing

FNDA135
Image Manipulation

FNDA150
Digital Color Theory

QUARTERS 4-6

PHOA115
History of Photography I

PHOA122
View Camera Theory

PHOA123
Color Management & Printing

PHOA202
Studio Photography

PHOA208
Business of Photography

PHOA212
Editorial Photography

PHOA213
Time-Based Media I

PHOA222
Web Design for Non-Majors

PHOA223
Advanced Lighting

PHOA232
Portraiture

PHOA233
Advanced Photographic Post-Production

PHOA305
History of Photography II

QUARTERS 7-9

PHOA209
Portfolio I

PHOA302
Location Photography

PHOA303
Time-Based Media II

PHOA307
Photographic Essay

PHOA309
Portfolio II

PHOA312
Applied Portraiture

PHOA317
Photography Criticism

PHOA332
Special Topics I

QUARTERS 10-12

PHOA205
Advertising/Art Direction

PHOA308
Marketing for Photographers

PHOA315
Creative Concepts

PHOA406
Internship

PHOA408
Photography Marketing & Portfolio Package

PHOA409
E-Portfolio

PHOA412
Special Topics II

GENERAL EDUCATION

ARHA125
History of Western Art I

ARHA126
History of Western Art II

CGSA202
Computer Concepts and 2-D Applications

ENCA101
English Composition I

ENCA102
English Composition II

ARHA226
Postmodernism and Contemporary Art

MATA115
Applied Mathematics
or
MATA101
College Algebra

Science Elective

Art History of Humanities Elective

ARHA200
Greek and Roman Art
or
PHLA105
Philosophy of Aesthetics

ARHA228
History of Non-Western Art

Humanities Elective

COMA112
Principles of Communication

Psychology Elective

General Education Elective

ENGA202
Critical Writing in the Arts
or
Advanced Writing Elective

General Education Elective



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START DATE _____

LENGTH OF QUARTER _____

BREAKS BETWEEN QUARTERS _____

APPROX. HOURS IN CLASS PER WEEK _____

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK _____

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 toward your program will likely 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/miami/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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073019

Digital Photography (BFA)

COURSE DESCRIPTIONS

FNDA110

OBSERVATIONAL DRAWING

This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition and line quality, through the use of tone, light, and shadow. *Prerequisite: None*
Credits: 3

FNDA135

IMAGE MANIPULATION

In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning, and output. *Prerequisite: None*
Credits: 3

FNDA150

DIGITAL COLOR THEORY

Introduction to the principles of color and an exploration of color theory as it relates to media. *Prerequisite: None*
Credits: 3

PHOA101

PRINCIPLES OF PHOTOGRAPHY

Students will identify basic photographic tools and their intended purposes, including the proper use of aperture, shutter speed, ISO, focal length, and light metering. Students will analyze photographs and produce their own visually compelling images by employing professional photographic techniques and digital workflow. *Prerequisite: None*
Credits: 3

PHOA102

INTRODUCTION TO PHOTOGRAPHY APPLICATIONS

Introduces the student to an overview of vector, raster-, and time-based software tools used in the digital media industry. It sets expectations for future classes regarding standards for files, their construction, and delivery within the classroom and professional studio. *Prerequisite: None*
Credits: 3

PHOA103

DIGITAL IMAGE MANAGEMENT

Introduces digital photographic workflow and asset management. Students become acquainted with the terms, concepts, and processes of photographic editing. Areas of instruction include image acquisition, management, global and local adjustments, and modes for output. *Prerequisite: None*
Credits: 3

PHOA105

PHOTOJOURNALISM

Addresses photography as a narrative or illustrative medium used in support of the text content of publications. Students are shown examples of photojournalism and will be required to produce their own renditions. *Prerequisite: None*
Credits: 3

PHOA112

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 clear and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately. *Prerequisite: PHOA101*
Credits: 3

PHOA113

LIGHTING

Students will be introduced to the basic concepts and principles of lighting for photography. Fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image. *Prerequisite: PHOA101*
Credits: 3

PHOA115

HISTORY OF PHOTOGAPHY I

This course examines the history of photography through the discussion of recognized photographers and their influences on society and provides a framework for critically considering photographs through describing, interpreting, evaluating, and theorizing. Students are expected to write papers and review exhibitions. *Prerequisite: ENCA101*
Credits: 3

PHOA122

VIEW CAMERA THEORY

Students will learn the operational principles, concepts, and theories related to the view camera. In this course, students will explore the technical and visual context for view camera-related equipment, consider the potential within their own work, and examine the history of images produced with the view camera or associated tools. *Prerequisite: PHOA113*
Credits: 3

PHOA123

COLOR MANAGEMENT & PRINTING

Students learn and apply the techniques of digital color management, including building and applying color profiles. The course covers the calibration of devices to produce consistent, predictable color. Students will refine printing skills and theory to create a benchmark for quality digital output. Students will develop proficiencies in file preparation, resolution selection, print-profiling, paper selection, and soft-proofing techniques. *Prerequisite: FNDA135*
Credits: 3

PHOA202

STUDIO PHOTOGRAPHY

Students will develop the ability to solve visual communication problems through assignments designed to challenge their skills in lighting, camera operation, and commercial applications. All aspects of studio photography are discussed, from lenses to lighting and people to products. This course emphasizes in-camera image production and problem solving. *Prerequisite: PHOA122 or See Department Director*
Credits: 3

PHOA203

PHOTOGRAPHIC POST-PRODUCTION

Students research, develop concepts, and execute digital montage methods to produce creative and surrealistic 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: FNDA135*
Credits: 3

PHOA205

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: PHOA223*
Credits: 3

PHOA208

BUSINESS OF PHOTOGAPHY

This course is an overview 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: 3

PHOA209

PORTFOLIO I

This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry- and professional-related resources, and portfolio development strategies. *Prerequisite: See Department Chair*
Credits: 3

PHOA212

EDITORIAL PHOTOGRAPHY

Editorial photography is an exploration of the non-fiction narrative delivered through a variety of media. The class is devoted to subject research and creative photography. Emphasis is placed on storytelling, the production process and contemporary media output methods. *Prerequisite: PHOA223*
Credits: 3

PHOA213

WEB DESIGN FOR NON-MAJORS

This course introduces students to the technical components integral to time-based media and its relationship to photography. Students expand their knowledge of capturing, downloading, editing, and outputting digital audio and image files using time-based media software. *Prerequisite: PHOA102*
Credits: 3

PHOA223

ADVANCED LIGHTING

This course synthesizes previously introduced lighting skills for products and people in both the studio and on location. Emphasis is placed on the creative application of lighting technique and style. *Prerequisite: PHOA202*
Credits: 3

PHOA232

PORTRAITURE

Students learn basic portrait techniques applicable to general portraiture and consumer, corporate, advertising, and editorial photography. Emphasis is placed on creating the visual narrative through the effective use of portraiture techniques. *Prerequisite: PHOA202*
Credits: 3

PHOA233

ADVANCED PHOTOGRAPHIC POST-PRODUCTION

Students continue to develop and refine concepts to create images using advanced digital montage methods. Through planning and research, students will apply advanced compositing techniques in order to create a series of digital illustrations exemplary of contemporary creative photography. *Prerequisite: PHOA203*
Credits: 3

PHOA302

LOCATION PHOTOGRAPHY

This course explores the special needs of location photography. The tools and logistics of shooting on location are covered. Students develop photographic problem-solving skills. *Prerequisite: PHOA223*
Credits: 3

PHOA303

TIME-BASED MEDIA II

This course focuses on conceptual development, visual communication, and storytelling through the use of time-based media. *Prerequisite: PHOA213*
Credits: 3

PHOA305

HISTORY OF PHOTOGRAPHY II

Students examine emerging photographic styles and perspectives of a newer generation of photographers reacting to the cultural revolution of the 60s and 70s; the eruption in the 80s of Postmodernism and Critical Theory; and the digital revolution of the 90s. Students will further examine contemporary issues, focusing on the theoretical swing from Postmodernism back to Modernist practices; and lastly a look at the popular trend of using alternative processes from the nineteenth century. *Prerequisite: PHOA115*
Credits: 3

PHOA307

PHOTOGRAPHIC ESSAY

In this course, emphasis is placed on digital technologies in sound and video for inclusion into a multimedia package. Students will look at the importance of content and composition in their photography and multimedia projects and how it plays into the structure of a successful story. *Prerequisite: PHOA303*
Credits: 3

PHOA308

MARKETING FOR PHOTOGRAPHERS

This course explores professional development tools, including resumés, cover letters, networking, and interviewing. Students apply the techniques used to research and identify efficient ways of selling work through agents and examine how to create a successful self-promotion campaign. Students develop individual plans for marketing their talents and finding work after graduation, with emphasis on targeting markets to suit their personal goals. *Prerequisite: PHOA208*
Credits: 3

PHOA309

PORTFOLIO II

This course aims to prepare students for entry-level employment within the industry by assisting them with the development and presentation of a professional portfolio that reflects the stated exit competencies. Students will demonstrate an advanced skill-set in areas as process, conceptual thinking, design, craftsmanship, and other skills, as projects are refined and assembled into a cohesive, comprehensive body of work. Particular emphasis will be placed on identifying short- and long-term professional employment goals, industry- and professional-related resources and standards, portfolio development, and presentation strategies. *Prerequisite: PHOA209*
Credits: 3

PHOA312

APPLIED PORTRAITURE

Students will learn a variety of advanced portrait techniques, including an examination of the professional production process. Marketing and business aspects are also discussed. *Prerequisite: PHOA232*
Credits: 3

PHOA315

CREATIVE CONCEPTS

This course explores image concepts, content, symbolism, and narrative potential of photography. Emphasis will be placed upon experimenting with alternatives to the single documentary-style, traditional approach to photography. Students will be challenged to develop a wider understanding of possible photographic solutions to problems of communication and self-expression. *Prerequisite: PHOA209*
Credits: 3

PHOA317

PHOTOGRAPHY CRITICISM

This course offers an in depth study into photographic criticism. To assist students in developing a vocabulary for critically analyzing photographs, they will look carefully at contemporary critical thought. Further study will examine how personal beliefs and cultural values are expressed and represented in photography. *Prerequisite: PHOA305*
Credits: 3

PHOA332

SPECIAL TOPICS I

This course addresses emerging technologies and techniques in the field of Digital Photography. The course will also provide an intense examination of issues relevant to the photography industry in a specific geographic region or sector of the photography industry. *Prerequisite: None*
Credits: 3

PHOA406

INTERNSHIP

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate. *Prerequisite: See Department Director*
Credits:3

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

PHOA408

PHOTOGRAPHY MARKETING & PORTFOLIO PACKAGE

Students will finalize a complete self-promotional and marketing package incorporating the knowledge acquired during the program. The developed materials will target a specific market in alignment with their career goals. *Prerequisite: PHOA409*
Credits: 4

PHOA409

E-PORTFOLIO

Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. Students will acquire the skills needed to develop, design and produce basic web pages. *Prerequisite: PHOA309*
Credits: 3

PHOA412

SPECIAL TOPICS II

This course addresses emerging technologies and advanced techniques in the field of Digital Photography. The course will also provide an intense examination of issues relevant to the photography industry in a specific geographic region or sector of the photography industry. *Prerequisite: None*
Credits: 3

GENERAL EDUCATION REQUIREMENTS

(68 CREDITS):*

ARHA125	History of Western Art I
ARHA126	History of Western Art II
ARHA200	Greek and Roman Art
OR	
PHLA105	Philosophy of Aesthetics
ARHA226	Postmodernism and Contemporary Art
OR	
ARHA228	History of Non-Western Art

Art History or Humanities Elective
Humanities Elective

CGSA202	Computer Concepts and 2-D Applications
COMA112	Principles of Communication
ENCA101	English Composition I
ENCA102	English Composition II
ENGA202	Critical Writing in the Arts
OR	
Advanced Writing Elective	

MATA115	Applied Mathematics
OR	
MATA101	College Algebra

GE Psychology Elective
GE Science Elective
Other GE Electives (2)

***Course descriptions for general education and elective courses can be found in the catalog.**