

# PROFESSIONAL PHOTOGRAPHY, B.DES.

**Begin Campus:** University Park

**End Campus:** University Park

## Program Description

The major in Professional Photography is a professional undergraduate degree in photography designed to provide in-depth, formal education that will prepare students for careers in client-based professional photography or related fields. Students enrolled in the program will acquire practical skills and learn creative techniques relevant to professional photographic image making. The degree program focuses on building and synthesizing career oriented competencies essential to photographers' professional, intellectual, and cultural lives.

The learning objectives and essential competencies of the Professional Photography major align with NASAD standards for undergraduate professional degrees. NASAD is the professional agency responsible for accrediting Penn State's art and design programs within the College of Arts and Architecture. This B. Des. in Professional Photography also addresses student career success and economic development.

## What is Photography?

Photography involves using image making technologies to take visual samples of the world around us to create responses, representations, and interpretations that cause us to think about what we see, and to question what we know. This creative and critical practice emerges from innumerable motivations that arise from a deep-felt desire for personal expression, or a belief that visual arts and design can influence how we encounter and understand everyday life. Whether exploring and applying photography as a means of responding to personal ideas and issues, or using image making to meet a client's expectations, the discipline requires a range of specialized knowledge and skills in the use of tools, techniques, technologies, and processes to enable working from a concept to finished photographic forms. Hence, developing your individual visual language as a photographer involves mastery of materials, equipment, and processes, and developing a vision of aesthetic forms, functions, and content relationships.

## You Might Like this Program If...

Your personal interests and professional aspirations are inspired by the power of photography to reach into our lives to capture the diversity, complexity, and humanity. Virtually all visual information we encounter online and in print media relies on photography to communicate content in visually stimulating and aesthetically pleasing ways. Although photographic images are found in many disciplines, the art of photography remains firmly embedded within the imagination of seeing.

MORE INFORMATION ABOUT PROFESSIONAL PHOTOGRAPHY (<https://sova.psu.edu/degree/bdes-professional-photography/>)

## Entrance to Major

Admission to the major in Professional Photography is determined by a portfolio review by faculty after the completion of: PHOTO 200 or PHOTO 202 and PHOTO 201.

## Entrance Procedures Incoming First Year Students

Incoming first year students must apply to Penn State. Students interested in pursuing the Bachelor of Design degree in Professional Photography must first gain admission to the pre-design program in the School of Visual Arts (AAART). Admission to the pre-design program is based upon a review of the application for admission with complete academic credentials. Acceptance into the Professional Photography, B.Des is determined by a portfolio review after the completion of Photo 100 or 101, Photo 200 or 202 and Photo 201 with grades of C or better in all courses.

## Change of Major/Change of Campus Students

Change of major/Change of Campus students interested in pursuing the Bachelor of Design degree in Professional Photography must first gain admission to the pre-design program in the School of Visual Arts (AAArt). To be considered students will submit a portfolio (<https://psu.slideroom.com/#/Login>) which are reviewed on a rolling basis and have a cumulative GPA of 2.00 or above. Acceptance into the Professional Photography, B.Des is determined by a portfolio review after the completion of Photo 100 or 101, Photo 200 or 202 and Photo 201 with grades of C or better in all courses.

## Transfer Students

Transfer students must apply for undergraduate admissions to Penn State. Undergraduate applications for admission to Penn State must be complete and submitted before uploading the required portfolio. Transfer students interested in pursuing the Bachelor of Design degree in Professional Photography must first gain admission to the pre-design program in the School of Visual Arts (AAART). To be considered students will submit a portfolio (<https://psu.slideroom.com/#/Login>) which are reviewed on a rolling basis. Acceptance into the Professional Photography, B.Des is determined by a portfolio review after the completion of Photo 100 or 101, Photo 200 or 202 and Photo 201 with grades of C or better in all courses.

## Degree Requirements

**For a Bachelor of Design in Professional Photography a minimum of 120 credits are required:**

Requirement	Credits
General Education	45
Electives	15
Requirements for the Major	60

**Retention Requirements:** Retention will be determined through verification of sustained academic growth as demonstrated by earning of grades of C or higher within the major. Failure to do so is grounds for an academic warning, with clear written strategies and a time frame for the student to return to good standing.

## General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education

Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

### Foundations (grade of C or better is required.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

### Knowledge Domains

- **Arts (GA):** 6 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 6 credits
- **Social and Behavioral Sciences (GS):** 6 credits
- **Natural Sciences (GN):** 9 credits

### Integrative Studies (may also complete a Knowledge Domain requirement)

- **Inter-Domain or Approved Linked Courses:** 6 credits

## University Degree Requirements

### First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

### Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

### Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

### Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

### Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

### Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80>)). For more information, check the Suggested Academic Plan for your intended program.

policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80)). For more information, check the Suggested Academic Plan for your intended program.

## Requirements for the Major

A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44>).

Code	Title	Credits
<b>Prescribed Courses</b>		
<i>Prescribed Courses: Require a grade of C or better</i>		
PHOTO 201/ ARTH 250	A Chronological Survey of Photography	3
PHOTO 202	Fundamentals of Professional Photography	3
PHOTO 301	Beyond Photoshop: Techniques in Digital Photographic Imaging	3
PHOTO 303	Professional Photography: Studio Technique and Photocomposition	3
PHOTO 401	Fashion Photography	3
PHOTO 404	Professional Photography Capstone Seminar: Self-Marketing and Professional Presence	4
PHOTO 406	Product Photography	2
PHOTO 407	Portrait Photography	2
PHOTO 495	Internship	1
<b>Additional Courses</b>		
<i>Additional Courses: Require a grade of C or better</i>		
Select 21 credits from the following:		21
AA 322	Arts Marketing	
AA 324	Arts Entrepreneurship and the Law	
AA 325	Arts Entrepreneurship & Professional Photography	
AA 424	Arts Entrepreneurship Capstone Research Project	
ART 122Y	Commentary on Art	
ART 211Y	Introduction to Digital Art and Design Criticism	
ART 411	Seminar in Contemporary Art	
COMM 269	Photojournalism	
COMM 469	Photography for the Mass Media	
GD 100	Introduction to Graphic Design	
GD 200	Graphic Design Studio I	
GD 201	Typography 1	
GD 300	Design Photography	
PHOTO 99	Foreign Studies–Photo	
PHOTO 100	Introduction to Photography	
PHOTO 101	Culture of Photography	
PHOTO 199	Foreign Studies–Photo	
PHOTO 200	Photo Studio I	
PHOTO 210	Introduction to Architectural Photography	
PHOTO 295	Internship	
PHOTO 296	Independent Studies	
PHOTO 297	Special Topics	
PHOTO 299	Foreign Studies–Photo	
PHOTO 300	Photo Studio II	

PHOTO 303	Professional Photography: Studio Technique and Photocomposition
PHOTO 397	Special Topics
PHOTO 399	Foreign Studies–Photo
PHOTO 400	Digital Photography in the Studio
PHOTO 402	Photographic Narratives
PHOTO 405	Creative Projects in Photography
PHOTO 410	Photographing Motion and Athletic Events
PHOTO 495	Internship
PHOTO 496	Independent Studies
PHOTO 497	Special Topics
PHOTO 499	Foreign Studies–Photo

### Supporting Courses and Related Areas

*Supporting Courses and Related Areas: Require a grade of C or better*

Select 15 credits from any of the following areas in consultation with 15 an adviser (Must include 6 credits from history of the arts):

- Architecture (ARCH)
- Art (ART)
- Art Education (AED)
- Art History (ARTH)
- Arts and Architecture (A&A)
- Communications (COMM)
- Communications Arts and Sciences (CAS)
- Graphic Design (GD)
- Integrative Arts (INART)
- Landscape Architecture (LARCH)
- Theatre (THEA)

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

### University Park

**Angela Rothrock**

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## Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2021-22 academic year. To access previous

years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition (*Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin*).

## Professional Photography, B.Des. at University Park Campus

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

### First Year

Fall	Credits	Spring	Credits
PHOTO 101 <sup>*</sup>	3	PHOTO 201 <sup>*</sup>	3
Supporting Course <sup>*2</sup>	3	Supporting Course <sup>*2</sup>	3
Elective	3	General Education Course (GN)	3
ENGL 15, 15A, or 30H <sup>‡</sup>	3	General Education Course (GH - US/IL)	3
General Education Course (GN)	3	General Education Course (GQ)	3
		<b>15</b>	<b>15</b>

### Second Year

Fall	Credits	Spring	Credits
PHOTO 202 <sup>*</sup>	3	PHOTO 303 <sup>*</sup>	3
AA 325 <sup>*</sup>	1	Additional Course for Major (see list) <sup>*1</sup>	3
CAS 100 <sup>‡</sup>	3	General Education Course (GN)	3
General Education Course (GQ)	3	General Education Course (GH)	3
Supporting Course <sup>*2</sup>	3	Supporting Course <sup>*2</sup>	3
Elective	3		
		<b>16</b>	<b>15</b>

### Third Year

Fall	Credits	Spring	Credits
PHOTO 301 <sup>*</sup>	3	PHOTO 401 <sup>*</sup>	3
Additional Course for Major (see list) <sup>*1</sup>	3	ENGL 202A, 202B, 202C, or 202D <sup>‡</sup>	3
General Education Course (GS - US/IL)	3	Additional Course for Major (see list) <sup>*1</sup>	3
Elective	3	History of Art (GA)	3
Additional Course for Major (see list) <sup>*1</sup>	3	Supporting Course <sup>*2</sup>	3
		<b>15</b>	<b>15</b>

### Fourth Year

Fall	Credits	Spring	Credits
PHOTO 406 <sup>*</sup>	2	PHOTO 404	4
PHOTO 407 <sup>*</sup>	2	Additional Course for Major (see list) <sup>*1</sup>	3

Additional Course for Major (see list) <sup>*1</sup>	3 Elective	3
General Education Course (GS)	3 General Education Course (GHW)	1.5
General Education Course (GHW)	1.5 History of Art (GA)	3
Elective	3	
<b>14.5</b>		<b>14.5</b>

**Total Credits 120**

- \* Course requires a grade of C or better for the major
  - ‡ Course requires a grade of C or better for General Education
  - # Course is an Entrance to Major requirement
  - † Course satisfies General Education and degree requirement
- <sup>1</sup> Additional Courses (18 credits)
- <sup>2</sup> Supporting Courses and Related Areas (15 credits):  
Select 15 credits from any of the following areas in consultation with an adviser:
- Architecture
  - Art
  - Art Education
  - Art History
  - Arts and Architecture
  - Communications
  - Communication Arts and Sciences
  - Graphic Design
  - Integrative Arts
  - Landscape Architecture
  - Theatre

**University Requirements and General Education Notes:**

US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of 'C' or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

All incoming Schreyer Honors College first-year students at University Park will take ENGL 137H/CAS 137H in the fall semester and ENGL 138T/CAS 138T in the spring semester. These courses carry the GWS designation and replace both ENGL 30H and CAS 100. Each course is 3 credits.

## Career Paths

The B. Des. degree in Professional Photography will give you a comprehensive orientation to the diverse field of photography by

strengthening your technical, creative, and intellectual competencies and capabilities. Your experience in this program will ensure you are well prepared to identify and create professional quality images for photographic applications in a wide variety of disciplines and careers. This professionally directed degree is consistent with the university's imperative of improving your career success, opportunities for professional development, and the impact you can make to the cultural economy.

## Careers

The creation and use of photographic images has increased exponentially since the development of digital photography in the mid 1990s and you will encounter the use of photographic images across all disciplines and in many professional careers. Advanced camera and software technology has made taking and editing photographs substantially easier and the quality achieved among practitioners has dramatically increased. Our goal is to help you achieve a balanced approach in acquiring the necessary skills and knowledge to develop your confidence and attitude in being able to pursue your professional interest in photography.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE PROFESSIONAL PHOTOGRAPHY PROGRAM (<https://sova.psu.edu/>)

## Opportunities for Graduate Studies

A capstone photography project serves as both a culminating experience and a creative and critical assessment that will help you identify the distinctive look of your portfolio. Through peer review, and input from faculty who are all exhibiting photographic artists, you will receive mentoring about career options and further educational opportunities, such as applying for graduate school.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://sova.psu.edu/degree/master-fine-arts-art/>)

## Professional Resources

- College Art Association (<http://www.collegeart.org>)
- National Art Education Association (<https://www.arteducators.org>)
- National Council of Art Administrators (<http://www.ncaaarts.org>)
- Pennsylvania Art Education Association (<http://paeablog.org>)

## Accreditation

- National Association of Schools of Art and Design.

MORE INFORMATION ABOUT THE SCHOOL OF VISUAL ARTS ACCREDITATIONS (<https://sova.psu.edu/about/accreditations/>)

## Contact

### University Park

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<http://sova.psu.edu>