Mission Statement:

The Mission of the Photography Concentration within the Studio Arts program is to provide students with a wide range of skills which address both critical analyses of photographic content and context as well as technical craft. The curriculum is comprised of seven courses in foundations and advanced levels of study in both traditional analogue and digital photographic mediums along with commercial applications in photography within the framework of coursework and Internships. An historical component is also added to provide a broader knowledge of the social and artistic significance and context of the medium.

Learning Goals and Objectives:

Practical and Technical Skills

- Photograph a wide range of images through the use of photographic equipment and light-sensitive materials in different conditions.
- Select, edit and render images according to specific criteria based on technical and conceptual specifications in the analogue darkroom and with digital technologies and software.
- Edit images according to post-production criteria
- Present and display resulting work in line with specified intention
- Document, manage and archive work
- Develop a critically-informed approach to photographic practice in different contexts, through an awareness of the history and current practice of photography
- Building a well-presented and consistent portfolio
- Engaging with professional opportunities, exercising skills in public relations, networking, efficient research and communication.
Visual Literacy
- Perform basic analysis of photographic imagery in relation to content and context
- Understand current context in relation to the history and development of photography
- Understand and apply basic visual elements and how these elements communicate concepts
- Understand subjectivity and objectivity in image analysis
- Understand the implications of using multiple images (series) to communicate specific concepts
- Gain insight into ethical issues of photography
- Demonstrate basic skills in academic research and text writing
- Apply creativity and insight to the taking, processing, printing and editing of photographs relative to the demands of a specific concept
- Effectively realize intentions through application of photographic techniques and design principles
- Analyze and apply knowledge of the creative, conceptual and technical dimensions of the work of other photographers to their own practice
- Locate their own practice as a photographer within the field of contemporary visual culture

Professional Practice
- Observe basic ethical, legal, safety and security procedures and standards related to working with photographic materials and equipment, and photographing in public places
- Demonstrate basic professional skills in interactions with others (punctuality, time management, reliability)
- Write and format basic professional communications (invoices and business letters) and basic self-marketing material (personal bio and CV)
- Produce a personal development plan based on a realistic assessment of their current position and circumstances
• Observe etiquette and practical aspects of working in a studio environment
• Identify sources of finance and funding for the development and realization of a body of independent creative work
• Understand the legal and tax implications for different forms of business entity, and identify an appropriate business entity for their future practice as a photographer
• Demonstrate insight into the ethical implications of their practice as a photographer

**Methods of Assessment:**

Assessment is focused on ensuring that the student is able to acquire the skills and knowledge needed to be a photographer, both in the artistic and commercial contexts. Weekly “Assessment Focus” sessions, along with observation and demonstration by faculty and students, are utilized to ensure students have grasped all of the various conceptual, technical and practical skills they have been exposed to in any given week. These assessments provide an opportunity for the student to receive constructive and honest feedback on the strengths and weaknesses of their work. Group critiques are also a vital function in the assessment process.

Assignments that bring together a wide range of creative, conceptual, technical and professional skills are the main structure of the Photographic curriculum. Independent study and internships follow the structured assignment driven framework.

For final assessments, students are required to produce a body of work in order to demonstrate their grasp and integration of skills outlined above. This body of work must be presented in portfolio format, and participation in the “Thesis” exhibition. Portfolios and exhibition are required to be accompanied by written tasks aimed at demonstrating a student’s grasp of the professional practice and visual literacy aspects of the program.
Assessment Schedule:

Freshman Year:

Students are admitted into the Department of Fine Arts Photography Program by self selection. If they meet the entrance requirements of the university, they may elect to become an art major in the Studio Arts Area of Specialization with a Photography Concentration. The first two years of core courses are intended as Foundations, not electives. Students are required to complete 080-102, 080-103, 080-213, 080-221, 080-264, 080-351, and 080-381 or 080-211, and the completion of, or concurrent enrollment in Art History Surveys 082-101, and 082-102, before they apply for Sophomore Review.

Note: A minimum of 15 Studio Art credits must be taken at Rutgers, Camden. Transfer students must consult the chair of the department prior to enrollment for portfolio evaluation. Transfer students with Foundations requirement deficiencies must complete course deficiencies no later than two semesters following entry into the program.

Sophomore Year: Sophomore Review Assessment

All Studio Art majors with a Photography Concentration must apply for a Sophomore Review at the end of their fourth semester in the program. The review involves specific measures of Foundation studies competencies to include the following:

1. evaluation of research papers written in Art History Surveys 082-101 and 082-102.

2. review of portfolios prepared for the Sophomore Review.

The Department of Fine Arts Assessment Committee will also implement indirect measures of Foundation Studies student competencies. These will include a record of student competitive activity and alumni surveys.

The evaluation of assessment material will be implemented by the DFA Assessment Committee. This committee will be comprised of one faculty member from each major area of study within the department: Art History, Studio Art, and Electronic Art. Faculty review teams will evaluate data from
each of the measuring instruments. This committee will also monitor the assessment process and make recommendations for modifications to the assessment procedure.

Upon successful completion of the Sophomore Review students may begin advanced study in the following Photography Concentration curriculum.

Recommended: Pro Art Practices, Contemporary Art

Junior Year: Advanced Studio Portfolio Review

The Advanced Studio Art Portfolio Review provides faculty with an opportunity to view junior level work from the Photography Concentration. Specialization area faculty (sculpture, painting, and photography), meet during the second junior semester to question the aesthetic direction of student work presented for review. Progress in meeting all of the course work required for senior level studio projects is also reviewed.

Junior & Senior Year: Internship Reviews

Selected students may participate in Internships. Photography interns are provided with professional learning experiences both on and off campus providing mentor evaluation of performance that enhances the range of review for students. The grades submitted for this course work are made after consultation with the on or off-campus sponsors of the internship experiences.

Senior Year: Assessment Development

The Studio Art area faculty may consider the possibility of requiring a senior Capstone Studio Project along with participation in the required Thesis exhibition in the final semester of senior year. The Capstone requirement would allow for a more comprehensive assessment of individual student achievement by allowing the presentation of a more complete body of work than is normally included in the group Thesis exhibition.
Post Degree Assessment: Alumni Survey

The development of an alumni survey would provide much needed feedback from our arts alumni. The survey would be sent to all art alumni to obtain information on their career development and their opinion of the Rutgers University Camden arts education in meeting their career goals.