

Core Competencies for the Photography and Video Concentration

It is the goal of the Photography and Video Concentration that graduates demonstrate the following:

1. Knowledge of Materials and Processes and Core Study within the Concentration

Students are able to demonstrate advanced skills with the materials and processes of photography and video and effectively communicate their ideas and concepts.

2. Communications Proficiency

Students are able to communicate effectively in both verbal and written form.

3. Historical and Contemporary Awareness of the Medium

Students have knowledge of the historical and contemporary practitioners and the forces of influence that have shaped photographic and video practice. This includes the study of the medium, its technologies, and the evolving and revolutionary impact they have on culture.

4. Contextual Awareness, Analytical Proficiency

Students are able to research, analyze and evaluate a variety of references and resources. They are able to embody multiple perspectives and develop a worldview informed by multicultural and global perspectives. Students are able to critically evaluate their work and the work of other professionals in an informed and insightful manner.

5. Professional Business Practice

Students are knowledgeable about professional business practices, ethical and moral behavior, and are able to successfully conduct themselves in multiple professional environments.