

COMMERCIAL PHOTOGRAPHY MINOR

The commercial photography minor aims to increase students' competitiveness for employment, to establish new partnerships and enhance current ones with local marketing and media firms for internships, and to foster both interdisciplinary and cross-disciplinary programming at Saint Joseph's. This minor would complement our graphic design minor and provide students with more actionable job-related skills, opening additional opportunities in advertising, marketing, design and publication.

Learning Goals and Outcomes

Goal 1: Solve communication problems and carry projects from creation to completion, using skills such as research and analysis and idea generation using relevant industry standard graphics software.

Goal 2: Create and develop visual concepts in response to industry standard client briefs.

Goal 3: Apply principles of visual communication as they relate to reaching audiences, the role of commercial photography in society, and the ability to work cooperatively.

Goal 4: Create a professional portfolio that demonstrates problem-solving expertise (including advanced lighting techniques, creative concepts, and innovative solutions necessary for an entry-level position at a digital marketing, publishing or advertising firm)

Requirements

Code	Title	Hours
Foundation Courses:		
ART 172	Darkroom Photography I	3
ART 173	Digital Photography I	3
ART 273	Commercial Photography	3
ART 374	Adv. Comm. Studio Photography	3
Electives:		6
ART 175	Image Manipulation: Photoshop	
ART 275	Experimental Digital Photo	
ART 372	Directed Projects - Photography	
ART 495	Senior Project I (Capstone)	
ART 496	Senior Project II (Capstone)	
COM 203	Audio/Video I	
COM 473	Special Topics/ Com&Digi Media	
FMK 303	Food Marketing Communication	
FMK 314	International Food Marketing	
MKT 201	Principles of Marketing	
MKT 301	Integrated Mktg Communications	
MKT 302	Consumer & Buyer Behavior	
MKT 303	MKT Communications	
MKT 321	Advertising	
MKT 343	Entertainment Marketing	
MKT 353	Sports Marketing	
Total Hours		18