

# BFA in Visual Communication - Emphasis in Photography

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The emphasis in Photography prepares students to author client driven solutions for advertising agencies, editorial projects, print, and video media in commercial photography. Courses include editorial, food portraiture, architectural, on-location, still life, publication and collaborative opportunities with design and art direction students. Curriculum provides students a foundation in strong conceptual thinking while receiving intensive technical instruction in both photography and design.

The BFA in Visual Communication is an intensive baccalaureate degree that prepares students for professional opportunities in the fields of advertising and design. Students pursuing the degree will choose from the following emphases, each of which has a specified sequence of courses: Art Direction; Design; New Media; or Photography. Each emphasis requires the student to complete the 42-semester hour University Studies curriculum and a common core of freshman and sophomore-level art courses. These courses may be taken at A&M-Commerce or any accredited two or four-year institution. The BFA in Visual Communication does not require a minor area of concentration.

All courses in Visual Communication above the sophomore level are taught at the Universities Center at Dallas (UCD), where students are educated in a state-of-the art facility in downtown Dallas and introduced to the dynamic design community of one of the nation's most vibrant cities. Shuttle service between the Commerce campus and UCD allows students to reside in Commerce while attending classes in Dallas.

Entry into the junior year of the Visual Communication program is by portfolio review. Prior to the review, students must have completed all University Studies and core art courses as outlined in the Undergraduate Catalog. At the time of the portfolio review, students must have an overall grade point average of at least 2.5 and an average of at least 3.0 in the core art classes. For the specific requirements of the portfolio and annual deadlines for submission, please visit this web site: [www.tamuc.edu/viscom](http://www.tamuc.edu/viscom) (<http://www.tamuc.edu/viscom/>)

The Visual Communication program has an assessment schedule that evaluates the progress of students as they advance in the BFA degree. Students will undergo a basic assessment of their work in the third or fourth year and an assessment of their specialized work as they near graduation. The purpose of the assessments is to correct deficiencies and to encourage consistent growth in a student's portfolio, thus improving his or her opportunities for rewarding employment after graduation. If a student's progress is unsatisfactory, they may be advised by the faculty to repeat courses to strengthen and further develop their skills. After the first year of the program, students will be required to enter competitive shows for the purpose of building professional experience and gaining a critical perspective of their work. In the final year of the BFA, students must pass an exit review in order to graduate. As with all degree programs at A&M-Commerce, students must earn a C or higher in their major courses for them to count towards graduation.

Provided they are part of the common course numbering system recognized across the State of Texas, courses from other accredited institutions may be transferred to A&M-Commerce. Courses that fall outside the numbering system may still be transferable, but they will be subject to a portfolio review.

Portfolio reviews for transfer students will generally occur late in the spring semester for students wishing to enter the Visual Communication program in the fall semester and in the late fall semester for entry in the spring semester.

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### Core Curriculum Courses

See the Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) 42

### Required courses in the major

#### Studio Art Core

|         |  |   |
|---------|--|---|
| ART 110 |  | 3 |
| ART 111 |  | 3 |
| ART 140 |  | 3 |
| ART 211 |  | 3 |
| ART 213 |  | 3 |

#### Photo Core

|         |                                 |   |
|---------|---------------------------------|---|
| PHO 111 |                                 | 3 |
| PHO 112 |                                 | 3 |
| PHO 209 | Introduction to Video           | 3 |
| PHO 210 | Introduction to Studio Lighting | 3 |
| PHO 450 | Photography Seminar             | 4 |

#### Visual Communication Core

|         |                              |   |
|---------|------------------------------|---|
| ART 300 | Typography                   | 4 |
| ART 309 |                              | 4 |
| ART 310 | Electronic Media and Methods | 4 |

|   |                                    |            |
|---|------------------------------------|------------|
| ART 365                                     | Design Communications I            | 4          |
| ART 472                                     | Art Direction                      | 4          |
| ART 475                                     | Visual Communication Senior Studio | 4          |
| ART 497                                     | Special Topics                     | 1          |
| <b>Photography Emphasis</b>                 |                                    |            |
| 22 semester hours from the following:       |                                    | 22         |
| PHO 339                                     |                                    |            |
| PHO 341                                     | Commercial Photography             |            |
| PHO 351                                     |                                    |            |
| PHO 352                                     |                                    |            |
| PHO 357                                     |                                    |            |
| PHO 358                                     |                                    |            |
| PHO 403                                     | Business Practices in Photography  |            |
| ART 360                                     | Creative Thinking                  |            |
| ART 412                                     | Video in Visual Communication      |            |
| ART 414                                     | Motion Graphics                    |            |
| <b>Required Support Courses</b>             |                                    |            |
| <b>Art/Design History</b>                   |                                    |            |
| ART 1303                                    | GLB/History of Art I *             |            |
| ART 1304                                    | GLB/History of Art II *            |            |
| ART 333                                     | GLB/History of Photography         | 3          |
| 3 hours from any upper division Art History |                                    | 3          |
| <b>Total Hours</b>                          |                                    | <b>126</b> |

\* Also counts for Core Curriculum Requirements Visual and Performing Arts requirement.