

El Camino College Photography Department CTE Review Fall 2014

1. How strong is the need for the program?

The Photography Department at El Camino College has been under the leadership of Professor Darilyn Rowan since the fall of 1989. Both as an art/commercial practice, and as a science, photography has undergone a number of technological revolutions, since the first photograph was made in 1826 on a piece of pewter coated with bitumen of Judea, and the Photography Department has incorporated those changes into its pedagogy and degree program requirements. Each semester a full range of photography courses and degree electives are offered on the El Camino College campus, along with two to three courses during the summer session. During the fall 2014 semester, there are eighteen sections of photography courses, ranging from beginning through advanced core courses, beginning and advanced photojournalism, color photography, to 35mm black and white photography. The students can use both digital and film cameras in the courses in our program, effectively training the students for future professional challenges where both digital and film/analog skills are required. The enrollment in the fall 2014 Photography courses is strong. A number of courses had full enrollment and wait lists. The template of the Photography program is based on the Visual Studies program at Harvard University. The Visual Studies program at Harvard University prepares students for professional level photography and film/video skills combined with elective choices based on the students' future professional goals. Besides the core degree requirements, students pursuing the Photography A.S. degree and/or Certificate of Achievement select from Film/Video, Business, Journalism, Art and Digital, and Physics courses to complete their course of studies. This approach links the Photography Department to the larger El Camino College academic community and gives students a strong basis to begin working professionally when they graduate. There is a demand for photography courses and opportunities for exhibitions, portfolio development and publications. El Camino College is located in the Los Angeles area, which along with New York and Chicago is a prime area for the Photography business community and gallery business. Our graduates work in studio/commercial, portrait, photojournalism and fashion photography in the Los Angeles area and beyond.

2. How has the demand changed in the past five years and what is the outlook for the next five years?

Occupations in professional Photography demonstrated subtle, but solid growth over the past five years; future trends indicate a similar and even stronger pattern of growth. Research data states a 5% growth in employment in Los Angeles County and a 2% growth (2008-2013) nationally. In Los Angeles, it is predicted that the entertainment industry will provide the most job growth for photographers. The demand for the next five years (2013-2018) is determined to increase by 5% in Los Angeles County and a 6% increase nationally. This reflects an increasing and ongoing need for effective photographic education.

The Photography Department moved from the basement of the old Communications building to a renovated facility in the basement of the Art and Behavioral Sciences building in the summer of 2009. The move was necessitated by ongoing campus construction and by the need to have digital and film/analog facilities for the students. Professor Darilyn Rowan worked with the Facilities Department to design a photography facility in an existing space in the basement of Art and Behavioral Sciences. The current facility has a digital lab, a wet lab/traditional darkroom, and a classroom that doubles as a temporary lighting studio for various classes in the department. In addition, there is a Digital Lab and Print Center in room Art 218 that is available for digital printing by Photography and Art students. Funds for renovating the Photography facilities were part of the original bond issue here at El Camino College.

The Photography Department has a digital computer lab that allows for Photoshop skills to be acquired and refined to a professional level. The digital/analog resources in the new Photography facility have served the increased demand for photography courses that address both analog and digital photographic processes. The Photography Department has an involvement in the creative and professional life of the South Bay community. Our students exhibit their photographs in local galleries and photography students in the Torrance, Hermosa Beach, Redondo Beach, and San Pedro communities, including the Madrona Marsh. Professor Darilyn Rowan speaks to community groups and the South Bay Camera Club several times a year. Ms. Darilyn Rowan received the "Making a Difference" teaching award from the Torrance Performing Arts Consortium and the Daily Breeze in April 2012. The presence of faculty and students in the surrounding community has raised the profile of the department. The Photography Department is part of the public face of El Camino College, and presents a professional and vibrant voice to the South Bay. We now live in a visual world and the skills acquired in our CTE program give a solid foundation for professional work positions. Enrollment remains strong. The outlook is for growth in the next five years is strong.

3. What is the district's need for the program?

The Vision Statement for El Camino College states: "El Camino College will be the College of choice for successful student learning, caring student services and open access. We, the employees, will work together to create an environment that emphasizes people, respect, integrity, diversity and excellence. Our College will be a leader in demonstrating accountability to our community." The Photography Department is a learning community consisting of courses, degree and certificate programs, active CTE advisory board members, publications and exhibitions, and guest speakers. The program is active in the South Bay community. Students work together on various publications and exhibitions. The mutual respect between faculty and students has resulted in a vibrant and focused course of study. The department is an example of the El Camino College Vision Statement. The strength of the Photography Department is illuminated further through reflection upon the Strategic Initiatives, and how our program supports each one. The Photography Department continually strives to support student learning through lecture-demonstrations, digital media presentations, Master class guest speakers highlighting both digital and analog photographic techniques and light-sensitive materials. Students learn lighting techniques through instruction in natural, available lighting, studio hot lights and LED lighting kits. There is a strong sense of community among current students, alumni, faculty, and advisory board members, which is expressed in the 200 plus attendees at our annual student photography exhibition in the El Camino College library each April. Students enrolled in the photojournalism courses take and publish photographs in the El Camino College newspaper, The Union. The students interact with another program in a manner that expands their educational experience. Students enrolled in various photography courses submit work to the El Camino College Myriad creative arts magazine and interact with students and faculty in the English Department. The Photography students provide photographs for various campus student publications. Photography courses are included in the Film/Video, Journalism, Art, Digital Art, and Administration of Justice/Forensics degrees and certificates. Photography 106 is a required course for the Journalism A.A. Degree and the Journalism Certificate of Achievement. Photography 101 is required for the Film/Video A.A. Degree. Photography 101 is required for the Certificate of Achievement in Forensics in the Administration of Justice Department. Photography 150/Art 150 is an elective choice for the Art History A.A. Transfer Degree. Photography 101 is an elective option for the Art A.A. Degree Art History Option and the Studio Art Option. Photography 101, 102, 202, and 223A are recommended courses for the A.A. Degree in Art. The Art Department currently offers five

certificates of achievement in the digital arts. Photography courses are included in a number of the certificates.

Computer Animation: Photography 150/Art 150 or Photography 101

Digital Photography: Photography 101, 102, 202, 223A, 203, 204

Illustration: Photography: 150/Art 150 or Photography 101

Motion Graphics: Photography 150/Art 150 or Photography 101

Web Design: Photography 150/Art 150 or Photography 101

Visual Communications: Photography 106

The El Camino College General Studies A.A. Degree include a number of Photography courses in both the Area of Emphasis in Arts and Humanities, the Area of Emphasis in Fine and Applied Arts, and the Area of Emphasis in Culture and Communication:

Photography 150/Art 150

Photography 101

Photography 102

Photography 106

Photography 202

The Photography Department hosts Master Classes and guest speakers on an annual basis. These presentations are open to the entire campus community and benefit all our students. For example, Kurt Weston, ECC Photography Advisory Board member, is a legally blind photographer and photographic artist who lost most of his vision due to Aids-related illness. He has spoken to large groups of students, faculty and staff at El Camino College about his life experiences as a disabled artist. In the spring, we are scheduled for a master class with a Harvard University Visual Studies graduate who has done a series of photographs on LGBT high school and college athletes who are out. The Master class will be open to the entire campus community. El Camino College Photography Department Alumna Lyn Watanabe gave a Master Class to the Photography students on Monday, December 9, 2014. The topic was portfolio preparation for exhibitions and installations. The Photography Department plays an important role in both the academic and support role of the college.

4. What is the state's need for the program?

California is the home of the Film and Media industry. The South Bay Digital and Media Arts Consortium has received a California Career Pathways Trust Grant. A planned contract to be established with El Camino College will support pathway development activities in various academic disciplines, including Photography. The planned partners include the Centinela Valley Union High School District, El Camino

College District, CSU Dominguez Hills, UCLA Luskin School of Public Affairs, South Bay WIB, AArow Sign Spinners, Career Ladders Project, Time Warner Cable, City of Hawthorne, LCA-I Start Monday, Los Angeles-Orange County Regional Consortia and Cal Pass Plus. The full-time Photography Professor at El Camino College attended the first planning session at the CVUHSD office complex on October 7, 2014. The State of California has funded this grant at \$578,968.00. El Camino College Photography, Film/Video, Digital Art, Graphics Design, and Music faculty will be working with the Multimedia Careers Academy at Leuzinger High School and the Academy of Media Arts at Lawndale High School in Lawndale. This partnership demonstrates the commitment of the State of California to media arts training and employment. The Photography Department is very excited to be involved in this partnership. Research demonstrates that the demand for trained photographers will increase 5% in Los Angeles and 6% nationally during the 2013 through 2018 period. In Los Angeles County, entertainment industry will provide the most job growth for photographers and El Camino College is geographically situated to fulfill the training needs.

5. How does this program address needs that are not met by similar programs in the region?

The Photography Department at El Camino College has an eco-friendly wet lab/analog darkroom, along with the digital photography lab. The curriculum, and program focus, in the E.C.C. Photography Department is inspired by the Visual Studies Program at Harvard University, and it's innovative combination of still film photography, digital photography and film/video. Our students learn both digital and traditional film photography, along with the history of photography, and role in contemporary civilization during the course of study in photography at El Camino College. The chemicals used in our darkroom for photographic processing and printing, are eco-friendly with extremely low toxicity issues. The brand used in the lab is "Eco Pro" and provides for safe handling and use. The ventilation in the facility was installed in 2009 providing fresh air. We have a "green" darkroom and the department is known, anecdotally, around Los Angeles for this progressive view and practice. Photography as an art and science begins with the first permanent photograph made in 1826 by Joseph Nicéphore Niépce in France. That first photograph was made on a piece of pewter coated with Bitumen of Judea and oil of lavender. Processes that followed include silver plated copper photographs, "Daguerreotypes", paper negatives and prints, "Calotype", Wet Plate Collodion; glass negatives that produced ambrotypes, albumen prints and tintypes, dry plates and roll film. The students learn the techniques and processes of various methods of making photographs, including digital photography, along with the larger concept of changing forms of technology; and the skill set to incorporate that changing technology into their future professional work. The environmentally friendly lab/darkroom is something that no one else in this area offers. The students learn the theoretical and the practical aspects of photography in our program. This is a strength not met by any other two-year photography program in our area. The elective choices in the A.S. Degree in Photography reflect the broad theoretical and practical skill set students acquire. There are a range of Business, Film/Video, Physics, Art and Journalism courses that Photography majors can include in their course of studies. This makes for a unique program and perspective in the Los Angeles area. Our department provides ongoing exhibition opportunities for intermediate and advanced photography students in the college library and off campus venues. Each spring faculty and students plan, produce and install a large-scale exhibition of student work for the month of April in the El Camino College library. The exhibitions are thematic; ranging from a photographic interpretation of the C.P. Cavafy poem, "Ithaka", to the use of photography as a tool of social justice; inspired by the autobiography of the renowned African-American photographer Gordon Parks, "A Choice of Weapons". The theme of the April 2012 exhibition was "Earth, Air, Water and Fire", and featured photographic images printed on recycled materials. This focus is unique in the community college photography programs in Los Angeles.

An environmentally responsible facility, the use of both film and digital processed in course assignments and student portfolios, ongoing exhibition and publication opportunities make our program unique. Our students win finalist status honors each year in the highly competitive Photographer's Forum Best of College Photography International Competition, and in various student journalism competitions through the El Camino College Journalism Department.

6. Are the students satisfied with their preparation for employment?

Students state that they are satisfied with the skills and preparation acquired in their course of studies in the El Camino College Photography Department. The completion rate for the A.S. degree in Photography is 48 degrees earned from 2004-2005 to 2013-2014. The completion rate for the Certificate of Achievement in Photography is 12 certificates earned from 2008-2009 to 2013-2014. Alumni of our program remain a part of the larger learning community in the Photography Department. Alumnus Patrick Record has a staff position as a photojournalist in Ann Arbor, Michigan and was selected by PBS to photograph the Presidential inauguration in 2012. Alumna Liza Heider is a fashion, portrait and wedding photographer in San Francisco. I run a blog, reginarowanart.wordpress.com to provide department information to current and former students. Frequently featured are various student accomplishments. Students receive significant training and education on photographic lighting; this includes natural, available lighting, studio hot lights and LED lighting, along with strobe lighting.

7. Are the employers in the field satisfied with the level of preparation of our graduates?

The feedback I receive from students, advisory board members, and alumni is that they are well prepared for entry-level professional positions.

8. What are the completion rates, success and employment rates for students?

Degree completion

2004-2005	10 degrees earned
2005-2006	3 degrees earned
2006-2007	2 degrees earned
2007-2008	5 degrees earned
2008-2009	1 degree earned
2009-2010	8 degrees earned
2010-2011	7 degrees earned
2011-2012	8 degrees earned
2012-2013	4 degrees earned
2013-2014	4 certificates earned

Success includes numerous competitive honors earned by El Camino College Photography Department students, finalist honors, and publication in Photographer's Forum Best of College Photography International Competition. Each year 16,000 to 20,000 entries are submitted from two and four year colleges around the world to the Photographer's Forum Best of College Photography competition. The top 5% are selected for finalist honors and publication in the hardback Best of College Photography Annual. Six El Camino College photography students earned finalist honors in 2014, including a student earning one of 100 Honorable Mentions. Another local community college had one student receive a finalist honor. Our students are very competitive creatively and commercially with the skills acquired in our program. Photography students enrolled in photojournalism courses regularly earn top honors in statewide Journalism competitions. The only method of tracking employment rates for graduates is anecdotal. Alumni frequently stay in touch, participate in our annual spring student photography exhibition, and send me professional accomplishments to post on my blog, reginarowanart.wordpress.com, so this is how I hear of graduate employment experiences and accomplishments. College issued surveys may not reflect accurate data due to graduates moving and changing addresses, transferring to four-year schools to complete another degree before employment, and simply not responding to a college survey. This is a difficult question to answer in an in depth manner due to these practical concerns.

9. What is the role of advisory board committee and what impact does it have on the program?

The role of the El Camino College Photography Department CTE Advisory Board is a significant and important one. Advisory board members give public lectures on their photographic work and professional careers to various photography classes. This includes working photojournalists, fashion photographers, and commercial photographers. A significant contribution is the individual student mentoring that board members provide directly to our students through on-campus visits. In addition, the advisory board members provide the full-time Photography professor with suggestions and experience regarding the direction of the program. This continues with referrals to Los Angeles area photographers for further conversations about contemporary photographic education. Given that the program has one full time faculty member, with adjunct faculty to teach a number of courses, the advisory board is a source of support and experience to sustain our program. The impact on the program is significant and extremely positive.

The focus of the Photography Department is service to students and a quality education in photographic techniques and processes. This fall 2014 semester, Professor Darilyn Rowan has received a Faculty Appreciation award from students in the El Camino College EOPS program (Extended Opportunity Programs and Services) for going "Above and Beyond". The strength of our program is founded in the respect for the history of photography, traditional photographic processes and contemporary digital techniques in producing high quality, professional level photographic images.

10. No license exam

Respectfully submitted by Professor Darilyn Rowan

CTE 2 YEAR PROGRAM REVIEW: Photography

Topline:

- Occupations in Photography encountered subtle growth over the past five years; future trends will follow the same pattern. Technological improvements with digital cameras coupled with declining costs have encouraged novice photographers to enter the field. Hence, creating more competition and fewer opportunities for professional photographers. In Los Angeles County, entertainment related industries will encounter the most job growth for photographers.

Occupations shown in report include:

Photographers (27-4021)

Key Figures:

Annual Openings Estimate (2013) ¹	292
Related Completions (2012) ²	2588
Current Job Postings ³	33

Completions for 2012-2013:

Associate	0
Certificate	4

Demand over the past 5 years (2008-2013):

Region	2008 Jobs	2013 Jobs	Change	% Change	Median Hourly Earnings
All Available Counties	11,372	11,679	307	3%	\$16.69
State	18,604	18,781	177	1%	\$16.26
Los Angeles County	6,201	6,495	294	5%	\$17.86
Nation	128,577	126,470	(2,107)	(2%)	\$13.71

Occupation Breakdown - % Change (2008 vs. 2013):

Occupation	Description	All Available Counties	State	Los Angeles County	Nation
27-4021	Photographers	3%	1%	5%	(2%)
	Total	3%	1%	5%	(2%)

¹ EMSI's estimate of labor market demand for the specified occupation among all available counties

² The number of people who received either a degree or certificate related to the occupation during the year indicated for all available counties

³ Current job postings from Indeed among all available counties

Demand for next 5 years (2013-2018):

Region	2013 Jobs	2018 Jobs	Change	% Change	Median Hourly Earnings
All Available Counties	11,679	12,269	590	5%	\$16.69
State	18,781	19,497	716	4%	\$16.26
Los Angeles County	6,495	6,819	324	5%	\$17.86
Nation	126,470	133,555	7,085	6%	\$13.71

Occupation Breakdown - % Change (2013 vs. 2018):

Occupation	Description	All Available Counties	State	Los Angeles County	Nation
27-4021	Photographers	5%	4%	5%	6%
	Total	5%	4%	5%	6%

Top Industries % Change (2013 vs. 2018):

NAICS Code	Description	All Available Counties	State	Los Angeles County	Nation
711510	Independent Artists, Writers, and Performers	9%	7%	9%	5%
512110	Motion Picture and Video Production	8%	9%	8%	8%
541922	Commercial Photography	7%	6%	3%	3%
541921	Photography Studios, Portrait	4%	2%	(1%)	5%
541990	All Other Professional, Scientific, and Technical Services	2%	0%	3%	7%
	Total	4%	3%	4%	6%