

## APPENDIX J

### **Request for Authorization to Establish a Bachelor of Science Degree in Technical Photography at Appalachian State University**

#### **Introduction**

Appalachian State University notified General Administration of its intent to plan a Bachelor of Science Degree in Technical Photography (50.0406) on January 6, 2006. ASU now requests approval to establish the program in August 2006.

#### **Program Description**

Appalachian State University is proposing to offer a BS degree program in the field of Technical Photography. Technical Photography has been a successful concentration in the Industrial Arts degree program in the Department of Technology in the College of Fine & Applied Arts for ten years, and enrollment continues to increase. The proposed degree in Technical Photography covers the elements of photographic theory with emphasis on practice that prepares students to handle photographic problems effectively. The design of the proposed program furnishes a solid foundation in the mechanics of image capture and output (digital and film), special manipulation techniques, lighting control, all camera formats, lab supervision, and maintenances. Furthermore, students will work on assignments in a wide variety of areas including portraiture, product, catalog, advertising, location, studio, and documentary. Students will graduate able to solve problems presented to them by their clients, and they will be able to communicate effectively in a constantly changing image-based industry.

#### **Program Need**

The growing number of students pursuing the technical photography concentration in the Industrial Arts degree program was a stimulus for the development of the proposed degree program. In the Fall 2004 semester, there were 75 students enrolled in many of the courses that will comprise the major.

North Carolina has one of the largest photo industries in the United States. The job opportunities currently exceed the supply of graduates. There currently are not any photographic degrees listed in the UNC Academic Degree Program inventory.

#### **Resources**

The proposed Technical Photography program can be initiated in Fall 2006 with existing faculty and current resources. The laboratory facilities are currently in place to accommodate the student enrollment without additional capital investment. Other support will come from enrollment growth funds.

#### **Recommendation**

It is recommended that the Board of Governors approve Appalachian State University's request to establish the Bachelor of Science in Technical Photography effective August 2006.