



Career Opportunities in
Graphic Arts/Photography
PHOTOGRAPHER
(Certificate Program)



Nature of the Occupation:

Photographers use traditional and digital cameras to produce images of people, products, and events. To create commercial-quality photographs, they need both technical expertise and creativity. This requires a thorough understanding of camera operation, lighting, composition, and computer software. Producing a successful picture requires choosing a subject and selecting the appropriate equipment to achieve a particular effect. Today, most photographers use digital cameras instead of traditional silver-halide film cameras, although some photographers use both types depending on their own preference and the nature of the assignment. Photographers also employ an array of other equipment—from lenses, filters, and tripods to flash attachments and other lighting equipment—to improve the quality of their work.

Education and Training:

Employers usually seek applicants with imagination, and creativity, as well as a good technical understanding of photography. Photographers should be able to work well with others, as they frequently deal with clients, graphic designers, and advertising and publishing specialists. Photographers need to know how to use computer software programs and applications that allow them to prepare and edit images, and those who market directly to clients should be familiar with using the Internet to display their work. Freelance and portrait photographers need technical proficiency, gained through a degree program, vocational training, or extensive photography experience.

Photographers who operate their own business need business skills as well as talent. These individuals must know how to prepare a business plan; submit bids; write contracts; keep financial records; market their work; hire models, if needed; get permission to shoot on locations that normally are not open to the public; obtain releases to use photographs of people; license and price photographs; and secure copyright protection for their work. To protect their rights and their work, self-employed photographers require basic knowledge of licensing and copyright laws, as well as knowledge of contracts and negotiation procedures.

Salary Range:

\$22,000 - \$50,000 per year.

Employment Outlook:

Employment of photographers is expected to increase about as fast as the average for all occupations through 2016. Demand for portrait photographers should increase as the population grows. Growth of Internet versions of magazines, journals, and newspapers will require increasing numbers of commercial photographers to provide digital images. The Internet and improved data management programs also should make it easier for freelancers to market directly to their customers, increasing opportunities for self-employment and decreasing reliance on stock photo agencies.

Note: Information and data obtained from Occupational Outlook Handbook, TWC Tracer, and America's Career InfoNet.

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**TYLER JUNIOR COLLEGE
2009-2010 CATALOG
GRAPHIC ARTS/PHOTOGRAPHY**

(THEA/TASP-Waived Certificate of Proficiency)

Photography, Certificate – PHOT_CERT

First Year

Fall Semester

PHTC 1311 Fundamentals of Photography (F)
ARTC 1305 Basic Graphic Design
PHTC 1300 Photo Digital Imaging I
ARTC 1313 Digital Publishing I (F)

Spring Semester

PHTC 2301 Intermediate Photography (S)
BUSG 2309 Small Business Management
_____ Approved PHTC Elective*

Second Year

Fall Semester

PHTC 1345 Illustrative Photography I (F)
IMED 1301 Introduction to Multimedia (F)
_____ Approved PHTC Elective*

Spring Semester

IMED 2311 Portfolio Development Capstone (S)
IMED 1316 Web Page Design (S)
PHTC 1341 Color Photography I (S)

(F) = Offered in Fall Only
(S) = Offered in Spring Only

Total Semester Hours – 39

***Approved Electives: COMM 1316, PHTC 1343, 1353, and 2342**

Students desiring an Associate in Applied Science degree should pursue the Graphic Arts option under the two-year degree plan.

FOR MORE INFORMATION, CONTACT:

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