DEPARTMENT OF HIGHER EDUCATION & WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:
07/13/2023

Institution
Webster University

Site Information

Implementation Date:
6/1/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Webster University, 470 East Lockwood, St. Louis, MO, 63119-3194

CIP Information

CIP Code:
500605

CIP Description:
A program that focuses on the principles and techniques of communicating information, ideas, moods, and feelings through the creation of images on photographic film, plates, and digital images and that may prepare individuals to be professional photographic artists. Includes instruction in camera and equipment operation and maintenance, film and plate developing, light and composition, films and printing media, color and special effects, photographic art, photographic history, use of computer applications to record or enhance images and applications to the photography of various subjects.

CIP Program Title:
Photography

Institution Program Title:
Photography and Visual Communications

Degree Level/Type

Degree Level:
Bachelor's Degree

Degree Type:
Bachelor of Arts

Options Added:

Collaborative Program:
N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:
n/a

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Specific Population Characteristics to be served:
n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Webster University has academic policies describing minimum faculty qualifications by discipline.
These policies meet or exceed guidelines from the Higher Learning Commission.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
Webster University strives to have more than 50% of credit hours assigned to full-time faculty.
Percentages can be above 75%. The percentage of credit hours assigned to full-time faculty will vary
based on student enrollment in a program at any given time.

Expectations for professional activities, special student contact, teaching/learning innovation:
Faculty are expected to continually engage in appropriate professional development activities to
ensure their professional qualifications are current. The University provides resources to help ensure
robust student contact and engagement. The University also provides resources for faculty to innovate
their teaching/learning to meet clear learning outcome objectives.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 0	
Year 2	Full Time: 5	Part Time: 0	
Year 3	Full Time: 5	Part Time: 0	Number of Graduates: 5
Year 4	Full Time: 5	Part Time: 0	
Year 5	Full Time: 5	Part Time: 0	Number of Graduates: 5

Percentage Statement:
n/a

Program Accreditation

Institutional Plans for Accreditation:
Webster University will maintain its accreditation by the Higher Learning Commission. There are no
plans to pursue specialized accreditation at this time for this program.

Program Structure

Total Credits:
120

Residency Requirements:
n/a

General Education Total Credits:
30

Major Requirements Total Credits:
39

Course(s) Added

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COURSE NUMBER	CREDITS	COURSE TITLE
EPMD 1040	3	Visual Storytelling
PHOT 2200	3	Lighting Techniques
PHOT 3000	3	Documentary Photography and Photojournalism
MDST 1010	3	Media Foundations
PHOT 1500	3	Digital Imaging and Printing
FTVP 1000	3	Fundamentals of Video Production
EPMD 1000	3	Introduction to Media Production
MDST 2500	3	Professional Development in Media Careers
PHOT 1000	3	Fundamentals of Photography
EPMD 4500	3	Media Business and Entrepreneurship

Free Elective Credits:
9

Internship or other Capstone Experience:
Electives - nine hours from the following, one to be declared as a Capstone ExperienceJOUR 1030 Multimedia News Reporting (2 hours)and JOUR 1031 Multimedia News Reporting Lab (1 hour) (not eligible for capstone, must be taken together) PHOT 3500 StoryLab (3 hours) FTVP 3500 Production House (3 hours) JOUR 4030 News Collaboratory Project (3 hours) ART 2715: Fine Art Photography (3 hours) MDST 4950 Internship (3 hours) PHOT 3150: Topics in Photography (3 hours) PHOT 2870 International Photojournalism (online) (3 hours)

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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Photography and Visual Communications (BA)

This program is offered by the School of Communications/Media Arts Department. It is available at the St. Louis main campus.

Program Description

The BA in Photography and Visual Communications at Webster University, students learn to be technically proficient, versatile, and imaginative storytellers. Majors graduate with a solid grounding in the aesthetic and the communicative aspects of the medium. Through coursework that combines theory, application and aesthetic considerations, students are exposed to a variety of formats, approaches and multidisciplinary environments.

Learning Outcomes

Successful graduates of this program will be able to demonstrate:

- Technical and aesthetic proficiency in the principles of photography.
- Technical proficiency with professional camera types and their applications.
- Technical proficiency with software as currently used in the profession.
- Familiarity with a variety of photographic and visual storytelling approaches and careers.
- The ability to produce work in a multidisciplinary environment.

Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 39 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Transfer students must take a minimum of 15 credit hours of courses coded PHOT at Webster University.

Required Courses

- MDST 1010 Media Foundations (3 hours)
- EPMD 1000 Introduction to Media Production (3 hours)
- EPMD 1040 Visual Storytelling (3 hours)
- PHOT 1000 Fundamentals of Photography (3 hours)
- PHOT 1500 Digital Imaging and Printing (3 hours)
- PHOT 2200 Lighting Techniques (3 hours)
- PHOT 3000 Documentary Photography and Photojournalism (3 hours)
- MDST 2500 Professional Development in Media Careers (3 hours)
- EPMD 4500 Media Business and Entrepreneurship (3 hours)
- FTVP 1000 Fundamentals of Video Production (3 hours)

Electives - nine hours from the following, one to be declared as a Capstone Experience

- JOUR 1030 Multimedia News Reporting (2 hours) **and** JOUR 1031 Multimedia News Reporting Lab (1 hour) (not eligible for capstone, must be taken together)
- PHOT 3500 StoryLab (3 hours)
- FTVP 3500 Production House (3 hours)
- JOUR 4030 News Collaboratory Project (3 hours)
- ART 2715: Fine Art Photography (3 hours)
- MDST 4950 Internship (3 hours)
- PHOT 3150: Topics in Photography (3 hours)
- PHOT 2870 International Photojournalism (online) (3 hours)

Portfolio Review Course Requirements

- PHOT 1000 Fundamentals of Photography (3 hours)
- PHOT 2000 Photo II (3 hours)
- 3 additional PHOT production credit hours (3 hours)

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Majors