

PH PROGRAM LEARNING OUTCOMES		Exceeding	Meeting	Developing	Not Meeting	Institutional Outcomes
PH1	Students will create well-developed visual aesthetics as they apply to photograph making.	The student's artwork and process demonstrates exceptionally well-executed visual aesthetics as they apply to photograph making.	The student's artwork and process demonstrates well-developed visual aesthetics as they apply to photograph making.	The student's artwork and process infers a subpar understanding of visual aesthetics as they apply to photograph making.	The student's artwork and process does not demonstrate an understanding of visual aesthetics as they apply to photograph making.	Design Competence, Cultural Competence
PH2	Students demonstrate competency in photographic craft and storytelling.	The student's artwork synthesizes photographic craft and storytelling into complex narratives.	Student's artwork demonstrates competency in photographic craft and storytelling.	Student's artwork attempts to combine photographic craft and storytelling.	Student's artwork fails to combine photographic craft and storytelling.	Design Competence, Communication Competence
PH3	Students demonstrate critical thinking and creative problem-solving skills through research and a body of work.	The student synthesizes critical thinking and creative problem solving skills through research and a body of work.	The student exhibits critical thinking and creative problem solving skills through research and a body of work.	The student infers critical thinking and creative problem solving skills through research and a body of work.	The student fails to exhibit critical thinking and creative problem solving skills through research and a body of work.	Critical Thinking
PH4	Students demonstrate business, communication and marketing skills while meeting real world-expectations.	The student integrates business, communication and marketing skills in to their professional identity.	The student demonstrates business, communication and marketing skills.	The student infers business, communication and marketing skills.	The student does not demonstrate business, communication and marketing skills.	Communication Competence
PH5	Students evaluate and demonstrate industry ethics.	The student integrates business, communication and marketing skills in to their professional identity.	The student demonstrates business, communication and marketing skills.	The student infers business, communication and marketing skills.	The student does not demonstrate business, communication and marketing skills.	Communication Competence
PH6	Students demonstrate critical thinking through historical references and cultural context.	The student's artwork synthesizes critical thinking through the use of historical references and cultural context.	Student's artwork demonstrates critical thinking through historical references and cultural context.	Student's artwork attempts to apply critical thinking through historical references and cultural context.	Student's does not apply critical thinking through historical references and cultural context.	Critical Thinking Cultural Competence