

PHOTOGRAPHY

Laney College

Outcome	Institutional Outcomes	Assessment Method
Self-management skills Demonstrate appropriate self-management skills.		Evaluation of assignments.
Professional and Ethical Behavior Model professional and ethical behavior.		Evaluation of assignments.
Self-marketing Plan Create a self-promotion/self-marketing plan.		Evaluation of assignments.
Communication Communicate effectively with clients, vendors, management and team members.		Evaluation of assignments.
Electronic resources Apply computer and web skills to develop and use appropriate electronic resources.		Evaluation of assignments.
Technical Problem Solving Demonstrate technical problem solving skills to determine the best solutions to creative challenges.		Evaluation of assignments.
Photographic Skills Demonstrate technical proficiency and application of photographic skills.		Evaluation of assignments.
Digital Imaging Skills Demonstrate technical proficiency and application of basic digital imaging skills.		Evaluation of assignments.