



MPS | DIGITAL

PHOTOGRAPHY



Graduate Programs

Photographers are the visual explorers

of concepts, light and relationships. As we frame the world in our viewfinders, we are creating and expressing the world we are an integral part of. As we digitally create and enhance the image, our skills and imagination are constantly challenged to create better images that are conceptually sound and technically flawless. Digital photographic hardware and software give the artist the ability to refine and explore the still and moving image to the fullest expression of the photographer's vision. But this inherent power comes with an even greater responsibility to use the digital tools appropriately in relationship to the artist's creative intent.

The Master of Professional Studies in Digital Photography is an intensive degree program that seamlessly blends the most current technical and aesthetic aspects of contemporary image-making. The program meets the needs of professional photographers, photographic educators and visual artists who want to advance their skills

in digital image capture, image processing and high-quality output to remain competitive in a variety of image-making fields and professions.

The ideal MPS Digital Photography candidate has a strong photographic background, is dedicated to developing and completing a professional and unique body of work, and has a deep passion for exploring the confluence of aesthetics and technology. Our student body mirrors the diversity of the 21st century in terms of heritage, age, technical acumen, professional experience and photographic interests that include but are not limited to photojournalism, fine art, portrait, commercial, fashion, landscape and documentary photography.

The program benefits greatly from both its outstanding faculty and its location in the heart of the photo district and gallery scene in New York City. Our instructors are working professionals with extensive expertise in professional photography and digital-imaging technologies. The entire faculty and staff are dedicated to challenging students to take complete control and responsibility for every decision and detail in their images. A variety of guest lecturers from the industry complement the core faculty to enrich each student's learning experience.

—Tom P. Ashe, chair

About the Program

The course of study addresses a wide range of topics, including: capture to image processing, workflow and asset management, digital portfolio design and distribution, working with video and sound, and exhibition. The program emphasizes cutting-edge training via in-depth course work, critically focused workshops, special interest seminars, and presentations by technical experts and contemporary photographers. The primary instructional goal is to enable students to excel in their creative or commercial photographic imaging careers.

Degree candidates must successfully complete 30 credits, including all required courses, pass all non-credit classes and maintain a 3.0 grade point average. During the spring semester and summer session, each student completes a thesis project that culminates in an online project, branding materials, printed book and exhibit prints. The thesis project must be reviewed and approved by the thesis committee and the department chair for the student to be eligible for degree conferral.



LEFT: Alex Sim, *Quiet Time* from the his thesis project *Bathhouse*

RIGHT: HuaiYi Tsai, from the his thesis project *Mutations*





CASE STUDY

Jaime Permuth & Hye-Ryoung Min

A Family Business

Catching Up with Our Alumni

“Photography has always been the glue that holds us together,” declare husband–wife photographers Jaime Permuth and Hye-Ryoung Min. The two met in the fall of 2008 as fellow students in the MPS Digital Photography program. ►

Jaime Permuth (left) holds twin son Luca, and Hye-Ryoung Min holds Olin.



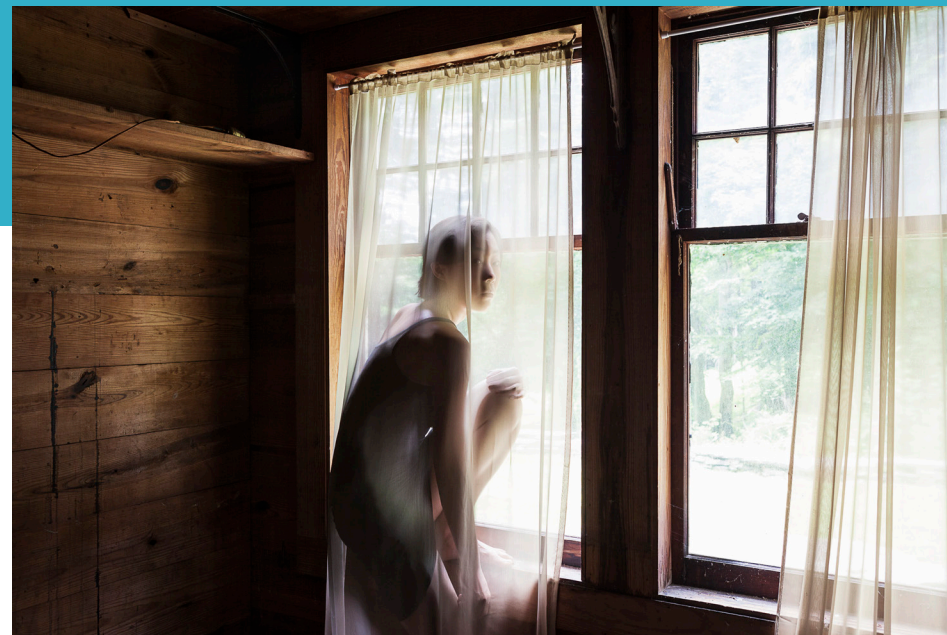
Jaime graduated from the MFA Photography and Related Media program at SVA in 1994. He established himself as a fine art photographer, showing work in museums and galleries, publishing books and placing work in important collections. But by 2008, he realized that he needed to transition from the analog world to the digital one. He decided to return to SVA to attend the MPS Digital Photography program because it offered an impeccably strong foundation in all things digital. In the same year, Hye-Ryoung—who had previously taken an Adobe Lightroom workshop with Katrin Eismann, the program’s founding chair—decided that the program was exactly what she needed as well. Having finished college, she began a career as a fine art/commercial photographer. She had previously thought that she did not necessarily need to go back to school. But fueled by the desire to learn everything about digital photography from the top professionals in the industry, she found herself in the program with Jaime.

2019 marked 10 years since Jaime had become a faculty member at SVA. He currently curates the i3 lecture series. “It is

still a thrill because talent runs so deep in New York that after more than 150 lectures, there’s still more than enough artists I’d love to have as presenters in the series,” he confessed. The series stands for “ideas, images and inspiration” and every two weeks it features a speaker who is an industry leader and innovator. It seeks to be very inclusive and open to the wonderful diversity of voices in this city.

Jaime’s own practice is best known for long-form documentary style projects, which exist in a fine art context, while Hye-Ryoung’s work explores the intersection between human relations and the inner self. Her practice is invested in process and work, and she normally tends to let images rest for a while, untouched, while Jaime, on the other hand, “edits the photos on the same night of the photo shoot.” Their different personalities and approaches help them engage in interesting feedback while editing. They are both grateful to have each other as a second set of eyes to evaluate image processing and printing.

TOP: Jaime Permuth, from series *Olmedini El Mago*, 2019



Hye-Ryoung Min, from series
Re-membrance of the Remembrance, 2018

“As an artist you sometimes work on a single project from start to finish. Other times, you have to juggle multiple projects at once. It is at these times that one is most likely to make a mistake or suffer an omission; so these are the times that we most rely on each other,” Jaime shares. “Lending a hand when deadlines loom large and making sure the work is as good as it can be before it’s sent out.” The creative couple have also collaborated on numerous editorial projects, with Jaime contributing the writing and Hye-Ryoung providing the photography. (And in October 2018, they collaborated on having twin boys.)

Jaime’s most recent project, *Olmedini El Mago*, was recently shown in New York as part of the exhibition “American Truth,” at SVA Gramercy Gallery, and published in *The Street Becomes* with Meteoro Editions (Amsterdam). Hye-Ryoung had a solo exhibition with her project *Re-membrance of the Remembrance* at the Center for Photography at Woodstock followed by publishing the monograph with Datz Press in 2018. Her work appeared at the Blue Star Contemporary as part of the exhibition “Novel Ideas” in spring 2020.



Hye-Ryoung Min, from series
Re-membrance of the Remembrance, 2018

Curriculum/ Sample Program

The program emphasizes cutting-edge training via in-depth course work, critically focused workshops, special-interest seminars and presentations by contemporary artists.

FALL	CREDITS
Advanced Image Processing	3
Editorial Photography	3
Color Management and Output	3
Photo and Video Workflow	3
i3: Images, Inspiration, Information I	0
Contemporary Image	0
SPRING	
Design Essentials	3
Business Practices	3
Photo Illustration	3
Thesis Development	3
i3: Images, Inspiration, Information II	0
SUMMER: THESIS PRODUCTION	
Exhibition Printing	2
The Book and Brand	2
The Electronic Portfolio	2
The Exhibit	0
Handmade Book	0
i3: Images, Inspiration, Information III	0
Professional Communication Essentials	0

A man with dark hair and a serious expression is wearing large, silver, reflective goggles. He is surrounded by crumpled silver and black plastic bags, which are draped over his shoulders and torso. The background is a plain, light color.

Course Offerings

This is a sample of our recent course listings.
For our full curriculum, please visit:
sva.edu/mpsphoto/curriculum.

ADVANCED IMAGE PROCESSING

Advanced creative and production techniques are the focus of this course. Issues addressed include managing, processing and enhancing a wide variety of still and video files; developing a professional workflow; exploring creative digital darkroom, advanced masking and retouching techniques.

DESIGN ESSENTIALS

This course concentrates on the software skills used in page layout, identity branding and web design that are essential for the successful completion of the thesis project. Working with the Adobe Creative Suite, students will be introduced to the fundamentals of logo design, page layout and web design, including working with HTML and CSS and publishing portfolios to tablets.

Kam Lin, *Metal* from her thesis project *The Five Elements*

EDITORIAL PHOTOGRAPHY

This intensive seminar will simulate real-world, magazine and multimedia assignments. Students

will develop story ideas and learn how to edit the work for final submission. Students will complete a body of work for either print or online publication and most importantly garner valuable inside knowledge of how prominent editors and photographers think about and execute highly sought after magazine photographic and video assignments.

BUSINESS PRACTICES

Being a successful photographer requires more than talent and good fortune. This course will examine proper business practices in the photography industry that include budgeting; financial planning; negotiating and pricing concerns; image use and copyright registration; and developing the correct and proper paperwork needed, such as invoices and a variety of model and property releases.

COLOR MANAGEMENT AND OUTPUT

This course tackles the most prominent problem of making a print—accurately and consistently reproducing the photographer's vision. Topics addressed include: creating files that are color managed from input to output, properly sharpened for a wide selection of media substrates, working with a variety of color management systems and equipment, taking advantage of Photoshop soft proofing and experimenting with a wide variety of papers and output options to achieve predictable and repeatable high-quality results.

PHOTO AND VIDEO WORKFLOW

This is a comprehensive survey of the terms, tools and technology of digital-image capture, lighting and workflow. Students will learn how to evaluate and improve image quality; understand and apply critical technical analysis to sensor, lens and workflow components;

and how to manage still and video projects from capture and download to processing, editing and archiving.

EXHIBITION PRINTING

In this course, students will learn to select, prepare and fine-tune their images for large-scale printing. Topics addressed include tonal and color adjustments, appropriate sharpening techniques, and understanding proofs in relationship to size, substrate and color. Students will work with wide-format printers to create exhibition-quality color and black-and-white prints.

I3: IMAGES, INSPIRATION, INFORMATION I, II AND III

This biweekly lecture series features leading-edge fashion, editorial and fine-art photographers. Industry experts, including editors, curators, art directors and retouchers, as well as hardware and software developers will each bring unique and current insights about the ever-changing field of digital photography and content creation.

PHOTO ILLUSTRATION

From concept to capture and image processing, this course addresses the creative workflow that commercial and fine art illustrators use to make compelling photo montages and composites. Students will learn the essential attributes of a successful composite, including: planning the image before lifting the camera; lighting and photographing the image elements and background plates; selecting, color matching and compositing image elements; and working with an art director and production team to create the best image possible.



Stephanie Zimmer, *Yorkshire Terrier Portrait* from her thesis project, *Inventing the Dog*

“The heart and soul of education begins with a clear vision. They’ve done a spectacular job building a masters program that strikes the right balance between technical skills and creativity.”

—William S. Geffert, senior imaging manager, Metropolitan Museum of Art

THESIS DEVELOPMENT

Dedicated to developing a thesis body of work that demonstrates the highest creative, conceptual and technical standards, this course will concentrate on the written thesis proposal, media research and exploration, rigorous critique, and a survey of electronic, book and exhibit image distribution and display options.

THE BOOK AND BRAND

This course addresses the editing and sequencing of images as students experiment with the layout of their images and provide the writing that will accompany their images. Final layout, design, image selection and writings will be produced using digital book publishing services or by producing a photographic portfolio. Additionally, students will design and produce their branding, business and marketing materials.

THE ELECTRONIC PORTFOLIO

Students will explore the grouping, sequencing, distributing and presenting of their images via a website, video or tablet delivery. Since this is a digital process, students have tremendous freedom to publish their images as well as to experiment with the most effective way to present and sequence images for a wide variety of on-screen portfolio options.

Photography Graduate Programs at SVA

In addition to the MPS in Digital Photography, SVA offers two other graduate programs to serve the diverse and ever-changing world of photography and visual communication: MFA Photography, Video and Related Media and MPS Fashion Photography. For more information, please go to sva.edu/grad.

EXPLANATION OF DEGREES

MFA Degree: The Master of Fine Arts (MFA) degree is the terminal degree in the United States in the fine arts. Coursework consists of both applied and theoretical work and culminates in a Thesis Defense and participation in a Thesis Exhibition. The MFA degree is completed in two to three years and is ideal for those who wish to pursue a fine art career and/or are interested in teaching in tenure-track positions.

MPS Degree: The Master of Professional Studies (MPS) degree is an accredited graduate degree designed for professionals to advance and sharpen specific skills with emphasis on real-world applications and solutions. An MPS degree is ideal for working professionals to develop marketable skills to meet evolving career demands and expand their professional opportunities.



Alex Sim, *Steam Room*, from his thesis project, *Bathhouse*

Notable Alumni

Yulia Gorbachenko

Ruo Bing Li

Kathryn Mussallem

Kenneth Gruenholtz

Clay Patrick McBride

Jaime Permut

Tahir Karmali

Hye-Ryoung Min

Nichole Washington

Faculty

Tom P. Ashe
chair, photographer,
consultant

Elizabeth Avedon
book and exhibition designer,
curatorial consultant

Kezi Ban
photographer, director

Carrie Beene
owner, principal
retoucher, CarrieNYC

Benjamin Bobkoff
designer

Michelle Brady
digital workflow consultant

Debra Klomp Ching
owner, director,
Klompching Gallery

James Estrin
staff photographer,
The New York Times;
co-editor, Lens Blog

Michael Brian Foley
photographer; owner,
Foley Gallery

Greg Gorman
photographer,
Epson Print Master

Russell Hart
author, editor, photographer

Michael Kaminski
photographer, videographer,
director of production

Stella Kramer
photo editor,
creative consultant

Jaime Permut
visual artist, art educator

James Porto
photographer, conceptual
illustrator, author

Jack Reznicki
photographer, writer

Matthew B. Richmond
director of user experience,
Adobe Systems

Jaime Rosman
photographer, retoucher

Ellen Wallenstein
photographer, book artist

Lecturers, Mentors and Thesis Advisors

Lecturers, mentors and thesis advisors play an active role in our program. Past and present participants include:

Jorg Badura
sports and lifestyle
photographer

Ira Block
photographer,
National Geographic

Dan Burkholder
fine artist, creative
technology aficionado

Elinor Carucci
editorial and fine art
photographer

Jon Cone
fine art printer

Jen Davis
fine art photographer

Natan Dvir
editorial photographer

Katrin Eismann
photoshop diva; founding
chair, MPS Digital
Photography, School of
Visual Arts

Brian Finke
editorial and fine art
photographer

Lois Greenfield
dance photographer

Cig Harvey
fine art photographer

Andrew Hetherington
editorial photographer

Pieter Hugo
photographic artist

W.M. Hunt
photography collector, curator

KangHee Kim
fine artist, advertising
photographer

Loring Knoblauch
critic, blogger, photo collector

Dina Litovsky
editorial and fine art
photographer

Douglas Ljungkvist
fine art photographer

Jorden Matter
dance photographer

Joe McNally
editorial and commercial
photographer

Kira Pollack
director of photography and
visual enterprise, *Time*

Richard Renaldi
editorial and fine art
photographer

Claire Rosen
editorial and fashion
photographer

Radcliffe 'Ruddy' Royce
photographer,
Instagram activist

Timothy Sexton
fashion and beauty retoucher

Sarah Silver
fashion and beauty
photographer

Maggie Taylor
fine art photographer

Jerry Uelsmann
fine art photographer

Stephen Wilkes
commercial, editorial
and fine art photographer

Deborah Willis
artist, author, curator

Application Process

APPLICATION REQUIREMENTS

For a full list of application requirements and detailed instructions, visit:

sva.edu/grad/howtoapply

- Online Application and \$80 Application Fee: sva.edu/apply

DEADLINES

For information on application deadlines, visit: sva.edu/grad/timeline

IMPORTANT LINKS

- FAQ: sva.edu/grad/faq
- International students: sva.edu/grad/intl
- Tuition and fees: sva.edu/tuition
- Visit SVA: sva.edu/grad/visit

Xuanang Tian, *A Flower Falls in Love with a Vase*, from her thesis project, *[me, you]*



Contact Us

We encourage applicants to visit our department. Contact us directly to schedule a departmental tour or sign up to attend an Information Session. For more information and to register, go to: sva.edu/grad/visit.

If you have any questions about the application process, contact Graduate Admissions at 212.592.2107 or email: gradadmissions@sva.edu.

Tom P. Ashe, chair

Tel: 212.592.2170

Email: mpspphoto@sva.edu

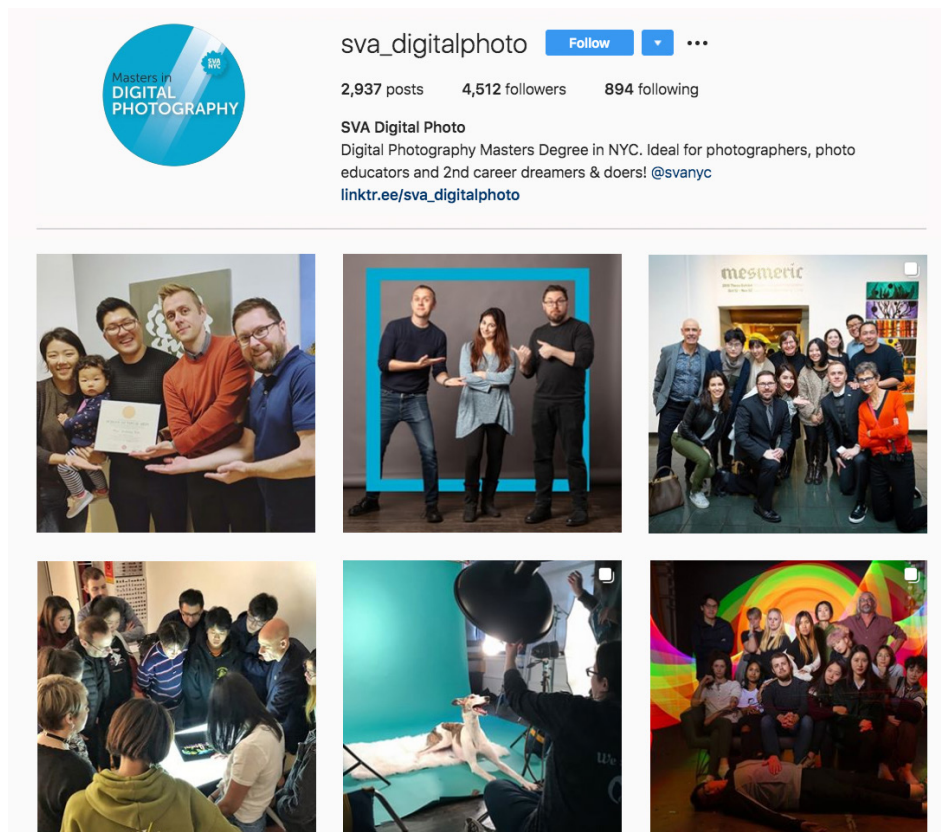
Site: sva.edu/mpspphoto

 facebook.com/masterdigitalphoto

 twitter.com/svadigitalphoto

 vimeo.com/masterdigitalphoto

 instagram.com/sva_digitalphoto



ACCREDITATION

The School of Visual Arts has been authorized by the New York State Board of Regents (www.highered.nysed.gov) to confer the degree of Bachelor of Fine Arts on graduates of programs in Advertising; Animation; Cartooning; Computer Art, Computer Animation and Visual Effects; Design; Film; Fine Arts; Illustration; Interior Design; Photography and Video; Visual and Critical Studies; and to confer the degree of Master of Arts on graduates of programs in Art Education; Critical Theory and the Arts; Curatorial Practice; Design Research, Writing and Criticism; and to confer the degree of Master of Arts in Teaching on graduates of the program in Art Education; and to confer the degree of Master of Fine Arts on graduates of programs in Art Practice; Art Writing; Computer Arts; Design; Design for Social Innovation; Fine Arts; Illustration as Visual Essay; Interaction Design; Photography, Video and Related Media; Products of Design; Social Documentary Film; Visual Narrative; and to confer the degree of Master of Professional Studies on graduates of programs in Art Therapy; Branding; Digital Photography; Directing; Fashion Photography.

The School of Visual Arts is accredited by the Middle States Commission on Higher Education (msche.org), 3624 Market Street, Suite 2 West, Philadelphia, PA 19104, 267.284.5000. The Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation.

The School of Visual Arts is an accredited institutional member of the National Association of Schools of Art and Design (nasad.arts-accredit.org).

The Interior Design program leading to the Bachelor of Fine Arts in Interior Design is accredited by the Council for Interior Design Accreditation (accredit-id.org), 206 Grandville Avenue, Suite 350, Grand Rapids, MI 49503-4014.

The School of Visual Arts' Department of Art Education is currently pursuing accreditation of its educator preparation programs by the Association for Advancing Quality in Educator Preparation (AAQEP).

Pursuant to Section 52.21 of the Regulations of the Commissioner of Education, the educator preparation program offered by the School of Visual Arts is considered to be continuously accredited for purposes of meeting the New York State requirement that all such programs maintain continuous accreditation. The School of Visual Arts' Master of Arts in Teaching in Art Education program was previously accredited by the Council for the Accreditation of Educator Preparation (CAEP).

The Master of Professional Studies in Art Therapy degree program is approved by the American Art Therapy Association, Inc., and as such meets the education standards of the art therapy profession.

CREDITS

© 2020, Visual Arts Press, Ltd.

Executive creative director:

Anthony P. Rhodes

Creative director: Gail Anderson

Design director: Brian E. Smith

Design: Anthony Carhuayo

Editorial: Sheilah Ledwidge, Abby Kreh

Case study writer: Sahar Khraibani

The School of Visual Arts does not discriminate on the basis of gender, race, color, creed, disability, age, sexual orientation, marital status, national origin or other legally protected statuses.

The College reserves the right to make changes from time to time affecting policies, fees, curricula and other matters announced in this or any other publication. Statements in this and other publications do not constitute a contract.

COVER: Kam Lin, *Wood*, from her thesis project, *The Five Elements*

School of Visual Arts

209 East 23rd Street, NYC
sva.edu/grad