

MPS | DIGITAL

PHOTOGRAPHY



School of Visual Arts
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, software and AI tools 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 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.

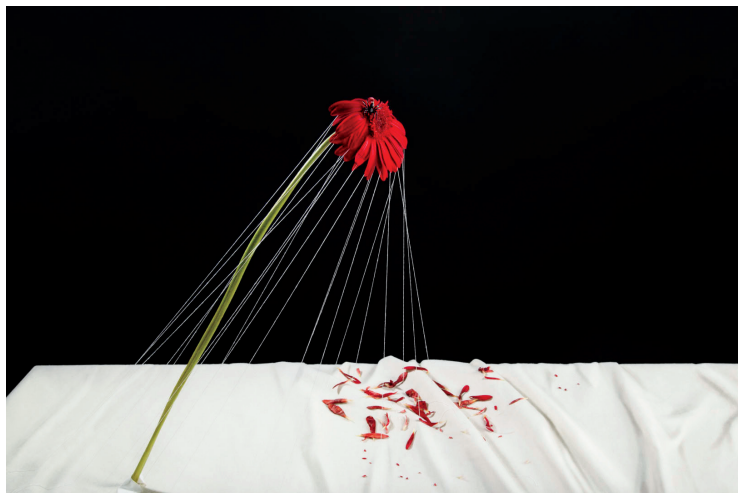
The program benefits greatly from both its outstanding faculty and its location in the heart of the photo district and gallery scene in New York City. Our instructors are working professionals with extensive expertise in professional photography and digital-imaging technologies. The entire faculty and 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

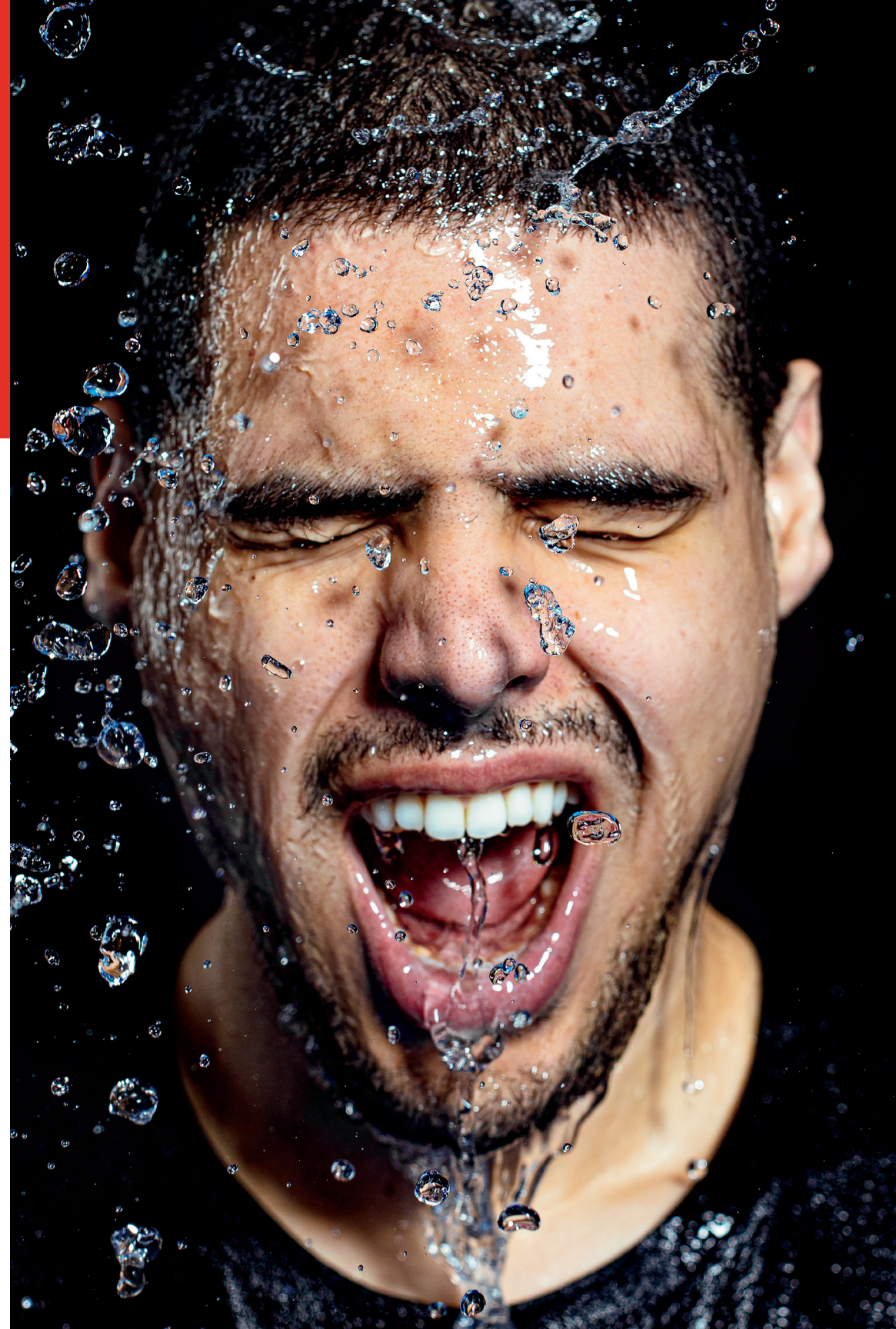
The course of study addresses a wide range of topics, including: capture-to-image processing, workflow and asset management, digital portfolio design and distribution, working with video and sound, and exhibition. The program emphasizes cutting-edge training via in-depth coursework, critically focused 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 noncredit courses and maintain a 3.0 grade point average. During the spring semester and summer session, each student completes a thesis project that culminates in a website, 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: Lifu Hu, from her thesis project, *First Love*, 2023.

OPPOSITE: Catherine Sharp, *Gabe* from her thesis project, *Letting Go*, 2020.





CASE STUDY

Jaime Permuth and 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.



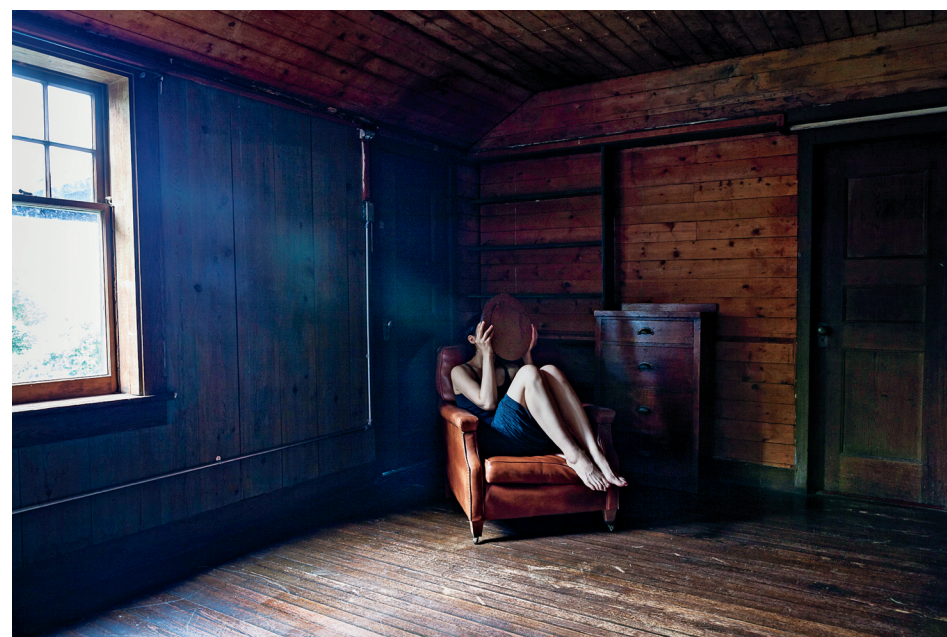
Jaime graduated from the MFA Photography, Video and Related Media program at SVA in 1994. He established himself as a fine art photographer, showing work in museums and galleries, publishing books and placing work in important collections. But by 2008, he realized that he needed to transition from the 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.

Jaime served as a faculty member at SVA and curated 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.

ABOVE: Jaime Permut, from series *Olmadini 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.)



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

Jaime’s project, *Olmedini El Mago*, was shown in New York as part of the exhibition “American Truth,” at SVA Gramercy Gallery, and he published *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 in 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.

Curriculum/ Sample Program

The program emphasizes cutting-edge training via in-depth coursework, 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
Digital Capture and Workflow	3
i3: Ideas, Images, Inspiration I	0
Contemporary Image	0
SPRING	
Design Essentials	3
Business Practices	3
Motion, Sound and Video	3
Thesis Development	3
i3: Ideas, Images, Inspiration II	0
SUMMER: THESIS PRODUCTION	
Exhibition Printing	2
The Book and Brand	2
The Electronic Portfolio	2
The Exhibit	0
Handmade Book	0
i3: Ideas, Images, Inspiration III	0
Professional Communication Essentials	0



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.

Siqi Qin, from her thesis project,
Tension, 2022.

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 and 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.

DIGITAL CAPTURE AND WORKFLOW

This course 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 image files 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 relation to size, substrate and color. Students will work with wide-format printers to create exhibition-quality color and black-and-white prints.

i3: IDEAS, IMAGES, INSPIRATION I, II AND III

This biweekly lecture series features leading 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.

MOTION, SOUND AND VIDEO

From concept to capture and editing, this course addresses the skills and techniques photographers need to add effective motion and sound elements to their images, along with producing professional video content. We will examine the essential attributes of successful video productions, including planning, collaboration, lighting, rigging, sound recording, color grading and editing.



Phuong Vo, from her thesis project, *re:connect*, 2020.

“The heart and soul of education begins with a clear vision. They’ve done a spectacular job building a master’s 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 MPS 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.



Shuqian Wang, from her thesis project, *Teahouses of Chengdu*, 2021.

Notable Alumni

Xi Chen
architecture photographer

Yulia Gorbachenko
fashion photographer

Kenneth Gruenholtz
artist, photographer

Shravya Kag
documentarian

Alvaro Keding
photographer, AMNH

Ruo Bing Li
fashion and
beauty photographer

Clay Patrick McBride
photographer, educator

Kathryn Mussallem
photographer, visual artist

Nichole Washington
visual artist

Natcha Wongchanglaw
multimedia artist

Faculty

Tom P. Ashe
chair, MPS Digital
Photography, School of Visual
Arts; consultant; author

Elizabeth Avedon
book and exhibition designer,
curatorial consultant

Benjamin Bobkoff
designer

Debra Klomp Ching
owner, director,
Klompching Gallery

James Estrin
staff photographer, writer,
The New York Times

Michael Foley
photographer; owner,
Foley Gallery

Therese Gietler
producer, book artist

Greg Gorman
photographer,
Epson Print Master

Julie Grahame
consultant, curator

Russell Hart
author, editor, photographer

Samantha Isom
photographer, director of
photography, content creator

Michael Kaminski
photographer, videographer,
director of production

Marko Kovacevic
visual artist, art educator

Stella Kramer
photo editor,
creative consultant

Laura O'Neill
photo editor,
The New York Times

Brooklyn McTavish
photographer, AI product
development consultant

Jack Reznicki
photographer, writer

Matthew Richmond
director of user experience,
Adobe Systems

Jaime Cody Rosman
photographer, retoucher

Joseph Sinnott
photographer

Lecturers and Thesis Advisors

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

Kezi Ban
photographer, videographer

Carrie Beene
retoucher

Ira Block
photographer,
National Geographic

Elinor Carucci
editorial and fine art
photographer

Brooke DiDonato
visual artist

Natan Dvir
editorial photographer

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

Brian Finke
editorial and fine art
photographer

Alessia Glaviano
brand visual director,
Vogue Italia

Kris Graves
photographer and publisher

Lois Greenfield
dance photographer

Cig Harvey
fine art photographer

Andrew Hetherington
editorial photographer

Pieter Hugo
photographic artist

W.M. Hunt
photography collector, curator

Ed Kashi
photojournalist

Tommy Kha
photographer, artist

KangHee Kim
fine artist, advertising
photographer

Pixy Liao
fine art photographer

Dina Litovsky
editorial and fine art
photographer

Rania Matar
portrait and fine art
photographer

Jennifer McClure
fine art photographer

Joe McNally
editorial and commercial
photographer

Frank W. Okenfells III
photographer, artist

Phil Penman
street photographer

Kira Pollack
creative director, *Vanity Fair*

Richard Renaldi
editorial and fine art
photographer

Radcliffe (Ruddy) Roye
photographer,
Instagram activist

Richard Sandlar
street photographer

Timothy Sexton
fashion and beauty retoucher

Manjari Sharma
fine art photographer

Sarah Silver
fashion and beauty
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

David Luo, from his thesis project, *Presence of Gesture*, 2020.



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

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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 3D Animation and Visual Effects; Advertising; Animation; Comics; 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; 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; 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; Fashion Photography; Film Directing.

The School of Visual Arts is accredited by the Middle States Commission on Higher Education (msche.org), 1007 North Orange Street, 4th Floor, MB #166, Wilmington, DE 19801, 267-284-5011. The Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council on Higher Education Accreditation.

COVER: Zhengtao Er, from her thesis project, *Gods in Color*, 2023.

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 305, Grand Rapids, MI, 49503-4014.

SVA is a member in good standing of the Association for Advancing Quality in Educator Preparation (AAQEP), a national accrediting organization recognized by the Council for Higher Education Accreditation. The MAT program in Art Education has been awarded full accreditation by AAQEP through December 31, 2030. Accreditation acknowledges that a program prepares effective educators who continue to grow as professionals and has demonstrated the commitment and capacity to maintain quality.

The MPS Art Therapy program is accredited by the Commission on Accreditation of Allied Health Education Programs (www.caahep.org) upon the recommendation of the Accreditation Council for Art Therapy Education. Commission on Accreditation of Allied Health Education Programs, 25400 US Hwy 19N, Suite 158, Clearwater, FL 33763, 727-210-2350. The program meets all educational requirements for licensure in New York State as a Creative Arts Therapist (LCAT) and Registered Art Therapist (ATR) with the Art Therapy Credentials Board (ATCB).

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School of Visual Arts

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sva.edu/grad