COMMERCIAL PHOTOGRAPHY

ADVANCED COMMERCIAL PHOTOGRAPHY

This course is part of a sequence of courses that prepares individuals to use artistic techniques combined with a commercial perspective to effectively communicate ideas and information to business and consumer audiences via the use of advanced digital and/or film photography. Instruction includes training in career opportunities, workflow, specialized camera, equipment and accessories, memory devices, software operation, copyright, ethics, and legal issues as it applies to commercial and industrial needs, and photography business operations.

Utah State Office of Education
Career & Technical Education

ADVANCED COMMERCIAL PHOTOGRAPHY

Levels:	Grades 11-12
Units of Credit:	0.5
CIP Code:	50.0408
11 Digit Code:	40-13-00-00-015
11 Digit CE Code:	40-13-00-13-015
Test #:	
License:	CTE/Secondary
Endorsement:	Commercial Photography
Prerequisite:	Basic Digital Photography

Disclaimer: Please note these standards and objectives are for an advanced course. Introductory standards are covered in Basic Digital Photography.

COURSE DESCRIPTION
This course is designed for students who want to further enhance their photographic knowledge and abilities. It is an application of the skills learned in Basic Digital Photography with an emphasis on professional jobs and assignments used in commercial photography. A portfolio of each student's work is expected at the end of the course.

CAMERA REQUIREMENT
Since there is an industry standard for this type of work, access to a Digital SLR camera is highly recommended for Advanced Digital Photography.

No Camera Cell Phones or PDA's may be used.

SOFTWARE REQUIREMENT
Adobe Photoshop (current version)

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1
Students will explore career opportunities in Commercial Photography.

Objective 1: Develop career awareness related to working in the photography industry.
Objective 2: Demonstrate proficiency in selected career opportunities.
Objective 3: Instructors are encouraged to develop Program Advisory Committees (PAC) for their courses.

STANDARD 2
Students will be able to understand and apply the multi- step process of "workflow".

Objective 1: Identify the multi-step process of workflow in *Image capture.*
- **a.** Identify equipment needed for assignment.
- b. Determine correct camera settings.
- c. Compose.

d. Focus.
e. Determine lighting needs.
f. Capture the image.
g. Evaluate your results.

Objective2: Identify the multi-step process of workflow as it relates to *Image editing.*

a. Image Download .
b. Image Management.
c. Image Editing.

Objective 3: Identify the multi-step process of workflow as it relates to *Image output* Size/Resolution for intended purpose. (web, presentation or print).

Objective 4: Apply and modify this multi-step process or steps to develop and apply your own digital workflow.

Objective 5: Explore opportunities for sales and promotion of student work.

STANDARD 3
Students will be able to make informed choices in selecting equipment and accessories for commercial photography assignments.

Objective 1: Cameras with advanced features and interchangeable lens capability .

Objective 2: Students will understand the capabilities and limitations of their personal cameras.

Objective 3: Lens choices for particular assignments.

Objective 4: Lighting devices for particular assignments.

Objective 5: Peripheral devices for professionals (tripods, shutter release, etc.) .

Objective 6: Appropriate software for the desired effect.

STANDARD 4
Students will demonstrate the appropriate use of the camera controls on a digital camera.

Objective 1: White balance, ISO, resolution, burst mode, auto bracketing, histograms, etc.

Objective 2: Exposure Modes (Auto, Shutter Priority, Aperture Priority, Manual, and Continuous).

STANDARD 5
Students will be able to use and identify memory devices and file types associated with digital cameras.

Objective 1: Demonstrate an understanding of what pixels are and how they are used in digital photography.

Objective 2: Demonstrate an understanding of digital file *formats* as they pertain to image capture (i.e. ***RAW***, ***TIFF***, ***JPEG***).

Objective 3: Demonstrate an understanding of compression in digital file *sizes* as they pertain to image capture (i.e. Extra Fine, Fine, Basic, and Normal).

Objective 4: Demonstrate an understanding of the difference between High and Low Resolution and how they are linked to pixelization.

Objective 5: Identify common memory cards and camera compatibilities (i.e. Compact Flash, Secure Digital, Sony Memory Stick, Compact Disk, and internal storage).

Objective 6: Identify necessary equipment used for downloading memory devices (i.e. cables, card readers, or drives).

Objective 7: Understand the workflow necessary to transfer files from a camera to another storage device.

STANDARD 6
Students will be able to demonstrate increasing proficiency in the use of Adobe Photoshop.

Objective 1: Students will be able to work in Photoshop at a professional level.

Objective 2: Masking.

Objective 3: Adjustment Layers.

Objective 4: Color Management (camera, monitor, software, printer output).

Objective 5: Color Calibration (Monitor).

Objective 6: Printer Profiles.

Objective 7: Channels.

STANDARD 7
Students will be able to understand and demonstrate the principles of art, design and composition.

Objective 1: Demonstrate Simplicity/Emphasis.

Objective 2: Demonstrate Rule of Thirds.

Objective 3: Demonstrate Perspective or Point of View.

Objective 4: Demonstrate Leading Lines.

Objective 5: Demonstrate Harmony (a pleasing relationship of elements).

Objective 6: Demonstrate Avoiding Mergers.

Objective 7: Demonstrate Framing.

Objective 8: Demonstrate Rhythm/Repetition (orderly, related movement).

Objective 9: Demonstrate Balance (symmetrical/asymmetrical).

STANDARD 8
Students will be able to present digital images in both a printed and/or electronic format.

Objective 1: Evaluate/critique photographic work.
Objective 2: Students will produce a portfolio of their work.
Objective 3: Students will submit their photographs for display.

STANDARD 9
Students will be able to understand and practice copyright laws, ethics and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101.

Objective 1: Define copyright.

Objective 2: Other definitions

a. Audiovisual works.
b. Computer program.
c. Copies.
d. Copyright owner.
e. Digital transmission.
f. Financial gain.
g. Pictorial, graphic, and sculptural works.
h. Work of visual art.

Objective 3: Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed).

Objective 4: Students will practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit another photographer's work outside of fair use provisions).

a. Time limitations.
b. Portion limitations.
c. Text material.
d. Illustrations and photographs.
e. Copying and distribution limitations.

Objective 5: Students will demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

STANDARD 10
Students will enhance their understanding of Commercial Photography as a profession and will develop professional skills for the workplace.

Objective 1: As a participating member of the SkillsUSA student organization, complete the SkillsUSA Level 2 Professional Development Program.

a. Measure/modify short-term goals.

b. Identify stress sources.
c. Select characteristics of a positive image.
d. Demonstrate Government awareness.
e. Demonstrate awareness of professional organizations.
f. Apply team skills to a group project.
g. Observe and critique team skills at a local professional meeting.
h. Demonstrate business meeting skills.
i. Explore workplace ethics: codes of conduct.
j. Demonstrate social etiquette.
k. Complete survey for employment opportunities.
l. Review a professional journal and develop a three- to five-minute speech.
m. Complete a job application.
n. Assemble an employment portfolio.
o. Explore supervisory and management roles in an organization.
p. Conduct a worker interview.
q. Perform a self-evaluation of proficiency in program competencies.

Objective 2: Serve in the school's SkillsUSA chapter as a committee member.

Objective 3: Display a professional attitude toward the instructor and peers.

Objective 4: As a participating member of the SkillsUSA student organization, complete the SkillsUSA Level 3 Professional Development Program.

a. Evaluate your career and training goals.
b. Market your career choice.
c. Develop personal financial skills
d. Serve as a volunteer in the community.
e. Plan and develop a business.
f. Conduct a worker interview.
g. Develop a résumé and write a cover letter.
h. Demonstrate interviewing skills.
i. Understand the cost of customer service.
j. Identify and apply conflict resolution skills.
k. Demonstrate evaluation skills.
l. Examine workplace ethics: the role of values in making decisions.
m. Perform a skill demonstration.
n. Learn what is contained in Material Safety Data Sheets (MSDS).
o. Perform a self-evaluation of proficiency in program competencies.

Objective 5: Serve as an officer in the school's chapter of SkillsUSA

Objective 6: Participate in an authorized SkillsUSA drafting competition.

Objective 7: Display a professional attitude toward the instructor and peers.
* SkillsUSA PDP requirements – Highly recommended