

STRANDS AND STANDARDS

COMMERCIAL PHOTOGRAPHY 2



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 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 required for the Commercial Photography course. Schools may provide necessary equipment to complete the course.

SOFTWARE REQUIREMENT: Adobe Photoshop, Adobe Lightroom

Intended Grade Level	11-12
Units of Credit	0.5
Core Code	40.13.00.00.015
Concurrent Enrollment Core Code	NA
Prerequisite	Commercial Photography 1
Skill Certification Test Number	539
Test Weight	1.0
License Type	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Commercial Photography
Endorsement 2	NA
Endorsement 3	NA

STRAND 1

Students will be able to recall and apply the multi-step process of workflow.

STRAND 2

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

Standard 1

Identify which equipment (lenses, sensors, etc.) would be appropriate for specific commercial shooting assignments (i.e. Portrait, Wedding, Product, Sports).

Standard 2

Identify any additional lighting equipment that may be required for particular commercial photography assignments.

Standard 3

Identify appropriate accessories for commercial photography assignments (tripods, remote release, etc.)

STRAND 3

Students will demonstrate the appropriate use of the camera controls and settings on a digital camera.

Standard 1

Identify and show proficiency with the exposure triangle (ISO, aperture, shutter speed).

Standard 2

Identify and show proficiency with Exposure Modes (auto, shutter priority, aperture priority, manual, program).

Standard 3

Identify and show proficiency with advanced camera settings (i.e. white balance, resolution, area focusing, spot focusing, matrix metering, continuous shooting).

STRAND 4

Students will be able to use and identify memory devices and file types associated with digital cameras, as well as appropriately store and archive image files.

Standard 1

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

Standard 2

Demonstrate an understanding of compression in digital file sizes as they pertain to image capture (i.e. extra fine, fine, basic, and normal).

- Compression effects
 - Artifacts
 - File Size
- Lossy Formats
- Lossless Formats

Standard 3

Identify appropriate shooting applications for JPEG and RAW formats.

Standard 4

Understand how to properly maintain a memory card (i.e. storage, formatting, general care).

Standard 5

Understand principles of asset management and storage.

STRAND 5

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

Standard 1

Demonstrate Simplicity/Emphasis.

Standard 2

Demonstrate Rule of Thirds.

Standard 3

Demonstrate Perspective.

Standard 4

Demonstrate Leading Lines.

Standard 5

Demonstrate Harmony (a pleasing relationship of elements).

Standard 6

Demonstrate avoiding subject mergers.

Standard 7

Demonstrate Framing.

Standard 8

Demonstrate Rhythm/Repetition (orderly, related movement).

Standard 9

Demonstrate Balance (symmetrical/asymmetrical)

STRAND 6

Students will be able to demonstrate increased proficiency in the use of Adobe Photoshop.

Standard 1

Use the mask feature to edit an image.

Standard 2

Identify and use adjustment layers.

Standard 3

Identify and use the channels function.

Standard 4

Identify and use selections tools efficiently.

Standard 5

Identify and use photo-retouching tools.

Standard 6

Identify and use layer styles.

Standard 7

Add keyboard shortcut for command that doesn't already exist.

STRAND 7

Students will be able to demonstrate proficiency in Adobe Lightroom.

Standard 1

Setup a Lightroom catalog.

- Import images into a catalog in Lightroom.
- File type (dng – preserve camera raw data)
- File organization (rating, labeling, metadata)

Standard 2

Identify and use the “develop” tab in Lightroom.

- Adjustment panels
- Retouching tools
- Resizing and cropping
- Presets

Standard 3

Export an image from Lightroom.

- Navigate and use the export dialog box to successfully export an image.

STRAND 8

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

Standard 1

Know how to print professional quality photographs on photographic printers (printer profiles, paper types, black and white vs. color).

Standard 2

Evaluate and critique photographic work and respond to critique of your work.

Standard 3

Produce a portfolio.

Standard 4

Submit photographs for display.

STRAND 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.

Standard 1

Define copyright.

- Fair use
- Creating copyrights by registering with the U.S. Copyright Office through the Library of Congress
- Public domain
- Understand ®, ©, ™, and watermark

Standard 2

Other definitions.

- Audiovisual works
- Computer program
- Copies
- Copyright owner
- Digital transmission
- Financial gain
- Pictorial, graphic, and sculptural works
- Works of visual art

Standard 3

Practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed).

Standard 4

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).

- Time limitations
- Portion limitations
- Text material
- Illustrations and photographs
- Copying and distribution limitations

Standard 5

Demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

STRAND 10

Students will explore career opportunities in Commercial Photography.

Standard 1

Develop career awareness related to working in the photography industry.

STRAND 11

Students will be able to demonstrate proficiency in the use of studio lighting.

Standard 1

Identify and correctly use the different types of equipment needed for studio lighting (head unit, light stand, soft box, umbrella).

- Strobe vs. continuous lighting
- Diffusers
- Wall power vs. portable

Standard 2

Properly setup and take down a studio lighting setup, identify and duplicate common studio lighting setups (key, fill, back, etc.).

- Split lighting
- Rembrandt lighting
- Loop lighting
- Butterfly lighting
- Paramount lighting

Standard 3

Use a handheld light meter for the purpose of correctly exposing a portrait using studio lights.

Standard 4

Understand Sync Speed

- High speed sync
- Front Curtain
- Rear Curtain
- Maximum Shutter Sync Speed

STRAND 12

Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 3.

Standard 1

Understand and develop collaboration skills.

- Develop a working relationship with a mentor.
- Apply supervisory skills.
- Manage a project and evaluate others.

Standard 2

Understand and demonstrate change management skills.

- Evaluate your career and training goals.
- Identify and apply conflict resolution skills.
- Illustrate an organizational structure.
- Plan and implement a leadership project.

Standard 3

Understand how customer service applies to the workplace.

- Serve as a volunteer in the community.
- Examine workplace ethics: the role of values in making decisions.
- Understand the cost of customer service.
- Develop customer service skills.
- Maximize customer service skills.

Standard 4

Understand and demonstrate career readiness.

- Market your career choice.
- Research resume writing.
- Demonstrate interviewing skills.
- Predict employment trends.
- Re-evaluate career goals and establish long-term goals.
- Construct a job search network.
- Evaluate professional competencies.
- Analyze your entry-level job skills.
- Design and present a lesson plan on an aspect of your career choice.
- Write an article for a professional journal in your career area.
- Refine your employment portfolio.

Performance Skills

1. Make informed choices in selecting equipment and accessories for commercial photography assignments.
 - Identify which camera would be appropriate for specific commercial shooting assignments (i.e. Portrait, Wedding, Product, Sports).
 - Identify which lenses would be appropriate for specific commercial photography assignments.
 - Identify any additional Lighting equipment that may be need for particular commercial photography assignments.
 - Identify appropriate peripheral devices for commercial photography assignments (tripods, remote release, etc.)
2. Demonstrate the appropriate use of the camera controls and settings on a digital camera.
 - Identify and show proficiency with advanced camera settings (i.e. white balance, resolution, area focusing, spot focusing, matrix metering, continuous shooting).
 - Identify and show proficiency with Exposure Modes (auto, shutter priority, aperture priority, manual, program).
 - Identify and show proficiency with the exposure triangle (ISO, aperture, shutter speed).
3. Use and identify memory devices and file types associated with digital cameras.
 - Demonstrate an understanding of digital file formats as they pertain to image capture (i.e. RAW, TIFF, JPEG).
 - Demonstrate an understanding of compression in digital file sizes as they pertain to image capture (i.e. extra fine, fine, basic, and normal).
 - Understand how to properly maintain a memory card (i.e. storage, formatting, general care).
4. Understand and demonstrate the principles of art, design, and composition.
 - Demonstrate Simplicity/Emphasis.
 - Demonstrate Rule of Thirds.
 - Demonstrate Perspective.
 - Demonstrate Leading Lines.
 - Demonstrate Harmony (a pleasing relationship of elements).
 - Demonstrate Avoiding subject Mergers (two images – i.e. different points of view).
 - Demonstrate Framing.
 - Demonstrate Rhythm/Repetition (orderly, related movement).
 - Demonstrate Balance (symmetrical/asymmetrical).

COMMERCIAL PHOTOGRAPHY 2

5. Demonstrate increased proficiency in the use of Adobe Photoshop.
 - Use the mask feature to edit an image.
 - Identify and use adjustment layers.
 - Identify and use the channels function.
 - Identify and use selections tools efficiently.
 - Identify and use photo-retouching tools.
 - Identify and use layer styles.
6. Demonstrate proficiency in Adobe Lightroom.
 - Setup a Lightroom catalog.
 - Access external Lightroom catalog.
 - Identify and use the “develop” tab in Lightroom.
 - Export an image from Lightroom.
7. Present digital images in both a printed and electronic format.
 - Know how to print professional quality photographs on photographic printers (printer profiles, paper types, black and white vs. color).
 - Evaluate/critique photographic work.
 - Produce a portfolio.
 - Submit photographs for display.

Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Standard												Total Points	Total Questions
Commercial Photography 2	539	1	2	3	4	5	6	7	8	9	10	11	12		
Totals		1	6	11	3	7	6	4	4	3	1	4	2	52	47