

STRANDS AND STANDARDS

ADVANCED COMMERCIAL 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 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



ADVANCED COMMERCIAL PHOTOGRAPHY

Intended Grade Level	11-12
Units of Credit	0.5
Core Code	40.13.00.00.015
Concurrent Enrollment Core Code	N/A
Prerequisite	Basic Digital Photography
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	N/A
Endorsement 3	N/A

STRAND 1

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

Standard 1

Review the multiple-step process of workflow, laid out in the digital photography course (image captures, image edit, image output).

STRAND 2

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

Standard 1

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

Standard 2

Identify which lenses would be appropriate for specific commercial photography assignments.

Standard 3

Identify any additional Lighting equipment that may be need for particular commercial photography assignments.

Standard 4

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

ADVANCED COMMERCIAL PHOTOGRAPHY

Performance Skill

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.).

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 advanced camera settings (I.e. white balance, resolution, area focusing, spot focusing, matrix metering, continuous shooting).

Standard 2

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

Standard 3

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

Performance Skill

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).

STRAND 4

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

Standard 1

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

ADVANCED COMMERCIAL PHOTOGRAPHY

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).

Standard 3

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

Performance Skill

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).

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 Mergers.

Standard 7

Demonstrate Framing.

Standard 8

Demonstrate Rhythm/Repetition (orderly, related movement).

Standard 9

Demonstrate Balance (symmetrical/asymmetrical).

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Performance Skill

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).
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- Demonstrate Framing.
- Demonstrate Rhythm/Repetition (orderly, related movement).
- 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.

Performance Skill

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.

STRAND 7

Students will be able to demonstrate proficiency in Adobe Lightroom.

Standard 1

Setup a Lightroom catalogue.

- Import images into a catalogue in Lightroom.
 - File type (.dng)
 - 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.

Performance Skill

Demonstrate proficiency in Adobe Lightroom.

- Setup a Lightroom catalogue.
- Identify and use the “develop” tab in Lightroom.
- Export an image from Lightroom.

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/critique photographic work.

Standard 3

Produce a portfolio.

Standard 4

Submit photographs for display.

ADVANCED COMMERCIAL PHOTOGRAPHY

Performance Skill

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.

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

ADVANCED COMMERCIAL PHOTOGRAPHY

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.

Standard 2

Demonstrate proficiency in selected career opportunities.

Standard 3

Instructors are encouraged to develop Program Advisory Committees (PAC) for their courses.

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
- Strobe, modeling light
- Diffusers
- Wall power vs. portable

Standard 2

Properly setup and take down a studio lighting setup, identify and duplicate common studio lighting setups.

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

Standard 3

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

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.

ADVANCED COMMERCIAL PHOTOGRAPHY

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.

Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand											Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10	11		
Advanced Commercial Photography	539	2	7	13	3	10	3	5	5	2	1	2	53	45