

Strands & 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

License Type

CTE and/or
Secondary Education 6-12

Required Endorsement

Commercial Photography

Intended Grade Level: 11-12

Units of Credit: 0.5

Core Code: 40.13.00.00.015

CE Core Code: N/A

Prerequisite: Basic Digital
Photography

Skill Certification: 539

Test Weight: 0.5

Strands & Standards

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 capture, 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.).

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).

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).

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).

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).

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.

STRAND 7 Students will be able to demonstrate proficiency in Adobe Lightroom.

Standard 1 Setup a Lightroom catalogue.

- Students will be able to 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.

- Students can 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/critique photographic work.

Standard 3 Students will produce a portfolio of their work.

Standard 4 Students will submit their 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.

- Standard 2** Other definitions
- Audiovisual works.
 - Computer program.
 - Copies.
 - Copyright owner.
 - Digital transmission.
 - Financial gain.
 - Pictorial, graphic, and sculptural works.
 - Work of visual art.
- Standard 3** Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed).
- Standard 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).
- Time limitations.
 - Portion limitations.
 - Text material.
 - Illustrations and photographs.
 - Copying and distribution limitations.
- Standard 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).

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** Students will be able to 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** Students will be able to properly setup and take down a studio lighting setup, they will also be able to identify and duplicate common studio lighting setups.
- Split Lighting
 - Rembrandt Lighting
 - Loop Lighting
 - Butterfly Lighting
- Standard 3** Students will be able to use an external light meter for the purpose of correctly exposing a portrait using studio lights.

STRAND 12 Students will enhance their understanding of professional skills needed for the workplace through the SkillsUSA PDP program.

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

- Measure/modify short-term goals.
- Identify stress sources.
- Select characteristics of a positive image.
- Demonstrate Government awareness.
- Demonstrate awareness of professional organizations.
- Apply team skills to a group project.
- Observe and critique team skills at a local professional meeting.
- Demonstrate business meeting skills.
- Explore workplace ethics: codes of conduct.
- Demonstrate social etiquette.
- Complete survey for employment opportunities.
- Review a professional journal and develop a three- to five-minute speech.
- Complete a job application.
- Assemble an employment portfolio.
- Explore supervisory and management roles in an organization.
- Conduct a worker interview.
- Perform a self-evaluation of proficiency in program competencies.

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

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

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

Standard 4 Serve as an officer in the school's chapter of SkillsUSA.

Standard 5 Participate in an authorized SkillsUSA photography competition.

Standard 6 Display a professional attitude toward the instructor and peers.

* SkillsUSA PDP requirements – recommended

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

Performance Objectives