

Commercial Photography Endorsement

Specifications, Competencies & Requirements

PURPOSE

This endorsement is meant for certified teachers interested in teaching **Commercial Photography** courses. It attaches to a current Utah Educator License with a license area of concentration in **Secondary** or **CTE** Education.

Upon attachment of this endorsement to a Utah educator license, educators will be approved to teach the following USBE courses:

- Commercial Photography 1
- Commercial Photography 2
- Commercial Photography 3

ENDORSEMENT TYPES

Prerequisite

Demonstrate an understanding of Career and Technical Education basics.

CTE Knowledge

Associate Level Requirements

Applicants must complete **THREE** of the following competency requirements. The associate level endorsement is valid for up to three school years before it expires. Associate-level endorsements are non-renewable.

- Camera Settings & Functions
- Photoshop Image Editing
- Lightroom Image Editing
- Photographic Composition
- Photographic Lighting Principles
- Camera Lenses
- File Management, Output, and Related Equipment
- Commercial Photography Industry
- CTSO Knowledge

Professional Level Requirements

The applicant must meet **ALL** the competency areas listed above for the professional level.

COMPETENCY DETAILS & DESCRIPTIONS

Prerequisite

1. CTE Knowledge

Demonstrate an understanding of CTE basics:

- Explain how CTE links learning to specific Utah industries and what its main goals are.

- Know the licenses and endorsements needed to teach specific CTE courses.
- Describe how CTE is organized into clusters and pathways at the state, district (LEA), and school levels, and how this helps students succeed after graduation.
- Locate and use the state's strands and standards in lesson plans.
- Explore CTE student organizations (CTSOs) and professional groups and explain how they support students and teachers.
- Explain how advisory boards, with industry members, make sure programs meet job market needs and maintain safe learning environments.
- Understand the basics of securing funding, planning for the future of the program, and participating in the state Program of Quality Review (PQR) to ensure program excellence.

Select *one* of the following options:

- **USBE Course:** [CTE Orientation](#)
- **Complete THREE years of full-time CTE Teaching in Utah**
- **Currently hold a professional-level CTE endorsement**

Endorsement Competencies

2. Camera Settings & Functions

Demonstrate an understanding of exposure settings with aperture, shutter speed, ISO, and white balance. Demonstrate the benefits of using manual, aperture priority, and shutter priority modes. Show knowledge of metering modes.

Select *one* of the following options:

- **USBE Microcredential:** Camera Settings & Functions
- **ART 1050 - Introduction to Photography** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Utah Photography Teacher Exam (UPTE):** Available at USBE Graphic Design & Communication Summer Conference
- **Professional Photographer (CPP)** from Professional Photographers of America (PPA) Certification

3. Photoshop Image Editing

Demonstrate understanding in Adobe Photoshop with image editing techniques, retouching, and compositing to enhance and manipulate photographs. Have a strong understanding of layers, layer masks, and adjustment layers to non-destructively edit images. Show skills in using selection tools.

Show knowledge of color correction. Demonstrate understanding of healing tools.

Select *one* of the following options:

- **USBE Microcredential:** Photoshop Image Editing
- **BCIS 2441 - Photoshop** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Utah Photography Teacher Exam (UPTE):** Available at USBE Graphic Design & Communication Summer Conference

- [Professional Photographer \(CPP\)](#) from Professional Photographers of America (PPA) Certification
- [Adobe Photoshop Certification](#)

4. Lightroom Image Editing

Demonstrate an understanding of Adobe Lightroom or Adobe Lightroom Classic. This includes:

- Importing Photos
- Cropping Photos
- Correctly Adjusting the Light/Tone Sliders
- Masking
- Creating an Album or Collection
- Exporting

Select *one* of the following options:

- **USBE Microcredential:** Lightroom Image Editing
- **LLART 406 - Photo Editing in Adobe Lightroom** (University of Utah)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Utah Photography Teacher Exam (UPTE):** Available at USBE Graphic Design & Communication Summer Conference
- [Professional Photographer \(CPP\)](#) from Professional Photographers of America (PPA) Certification

5. Photographic Composition

Demonstrate skills in composition and posing fundamentals to create visually appealing and impactful images. Understand compositional techniques including: line, space, texture, framing, rule of thirds, perspective, pattern & repetition, balance, focal point, color & mood.

Select *one* of the following options:

- **USBE Microcredential:** Photographic Lighting Principles
- **ART 1130:** 2D Design
- **ART 1050 - Introduction to Photography** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Utah Photography Teacher Exam (UPTE):** Available at USBE Graphic Design & Communication Summer Conference
- [Professional Photographer \(CPP\)](#) from Professional Photographers of America (PPA) Certification

6. Photographic Lighting Principles

Possess skills in lighting, including understanding the characteristics of light direction, color temperature, and studio lighting. Know the primary light patterns: Rembrandt, Loop, Butterfly, and Split. Understand lighting equipment such as reflectors, flashes, strobes, continuous lights, and modifiers to control light.

Select *one* of the following options:

- **USBE Microcredential:** Photographic Lighting Principles

- **ART 4875 - Studio Lighting** (Utah State University)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Utah Photography Teacher Exam (UPTE):** Available at USBE Graphic Design & Communication Summer Conference
- [**Professional Photographer \(CPP\)**](#) from Professional Photographers of America (PPA) Certification

7. Camera Lenses

Demonstrate an understanding of depth of field. Understand how to select a lens for various types of images, including wide-angle, normal, telephoto, fish-eye, and macro. Be able to describe the differences between a prime and a zoom lens. Define focal length.

Select one of the following options:

- **USBE Microcredential:** Camera Lenses
- **LLART 410 - Camera Lenses: An Introduction** (University of Utah)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Utah Photography Teacher Exam (UPTE):** Available at USBE Graphic Design & Communication Summer Conference
- [**Professional Photographer \(CPP\)**](#) from Professional Photographers of America (PPA) Certification

8. File Management, Output, and Related Equipment

Possess an understanding of file management and workflow. Including organization, naming conventions, and storage strategies to ensure easy retrieval and sharing. Demonstrate understanding of file formats, resolution, and color management for delivering images suitable for print, web, or social media.

Select one of the following options:

- **USBE Microcredential:** File Management, Output, and Related Equipment
- **LLART 1150 - Digital Photography: An Introduction** (University of Utah)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Utah Photography Teacher Exam (UPTE):** Available at USBE Graphic Design & Communication Summer Conference
- [**Professional Photographer \(CPP\)**](#) from Professional Photographers of America (PPA) Certification

9. Commercial Photography Industry

Demonstrate skills and competencies for best business practices, including how to build and maintain a successful photography business. Understand price strategies, contracts, and licensing agreements. Be adept at staying updated with industry trends, networking with peers, and continuously honing skills through education and professional development for long-term success in the commercial photography industry.

Select one of the following options:

- **USBE Microcredential:** Commercial Photography Industry
- **PHOT 2750 - Business Practices for Photographers** (Salt Lake Community College)
- **College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.
- **Utah Photography Teacher Exam (UPTE):** Available at USBE Graphic Design & Communication Summer Conference

10. Studio Management & Safety

Demonstrate effective classroom and studio safety training.

- **Integrate safety principles and procedures into instructional activities:** Demonstrate methods for training on the use of specific technology, tools, and resources to enhance instruction and manage studio spaces.
- **Organization:** Demonstrate strategic organization and structure of the physical classroom environment for optimal student learning.

Select *one* of the following options:

- **USBE Microcredential:** Studio Management & Safety
- **ART 3000 - Secondary Art Methods I** (Utah State University)
- **Equivalent College Course:** Transcripts showing passing grade of relevant course(s), and course description covering the required competency skills.

11. CTSO Knowledge

Demonstrate Career and Technical Student Organization (CTSO) knowledge:

- **Help students lead:** Give students opportunities to build their leadership abilities and take charge.
- **Mentor students:** Offer guidance to help students set goals and overcome difficulties as they grow.
- **Manage the organization:** Coordinate meetings, events, and budgets, and handle administrative tasks smoothly.
- **Create helpful programs:** Develop activities that match the CTSO's goals of building leadership, exploring careers, and developing skills.
- **Communicate effectively:** Clearly talk with students, school leaders, and community members, and promote the CTSO.
- **Work with others:** Partner with teachers, businesses, and other organizations to create opportunities like internships and community service.
- **Advocate for CTE:** Promote Career and Technical Education and work to get the resources and recognition it needs.
- **Keep learning:** Stay up-to-date on CTSO management and trends in CTE.
- **Focus on student success:** Support students' interests and celebrate their accomplishments.

Select *one* of the following options:

- **USBE Course:** [SkillsUSA Utah Advisor Training](#)
- **Attend a CTSO Fall Leadership Conference:** Reflected on MIDAS transcripts.
- **USBE Microcredential:** Career & Technical Student Organizations