

STRANDS AND STANDARDS

COMMERCIAL PHOTOGRAPHY 3



Course Description

This course is designed for students to develop their skills and knowledge towards a professional level of competency in commercial photography. Students will develop knowledge and skills in the following areas: technical camera work, composition, digital editing and manipulation, Adobe Photoshop, Adobe Lightroom, connecting with the community through real-world experiences, development of a professional portfolio, and workplace skills.

CAMERA REQUIREMENT: It is recommended that students have access to a Digital SLR camera. At a minimum, cameras must use removable memory cards and have adjustable mode settings.

SOFTWARE REQUIREMENT: Adobe Photoshop or Photoshop Elements, Adobe Lightroom.

Intended Grade Level	11-12
Units of Credit	0.5-1.0
Core Code	40.13.00.00.016
Concurrent Enrollment Core Code	40.13.00.13.016
Prerequisite	Commercial Photography 2
Skill Certification Test Number	N/A
Test Weight	N/A
License Area of Concentration	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Commercial Photography

STRAND 1: Mentorship

Students will work with a mentor for 40 hours over the duration of the course (industry partner or education professional) to develop mastery in photographic workflow to produce and complete real-world projects.

Standard 1: Capture

Students will demonstrate mastery in capturing photographic images by employing proper equipment, exposure, light modification, and optional accessories.

- Camera
- Lenses
- Lighting
- Composition
- Exploring Meaning and Context

Standard 2: Edit

Students will demonstrate mastery in transferring and editing photographic images.

Standard 3: Output

Students will demonstrate mastery in the use of appropriate file resolution, size, formatting, and modes for output of their images to digital and/or print media outlets.

Performance Skills

- Demonstrate mastery and professionalism through the multi-step process of photographic workflow.
- Work closely with a mentor for 40 hours over the duration of the course to gain knowledge and industry experience in producing real-world projects.

STRAND 2: Connect

Students will continue to form connections to the photography industry.

Standard 1: Career Path

Students will develop high-level industry-specific skills through hands-on service-learning outside of classroom time, arranged by CTE and instructors from within the school or greater community.

Standard 2: Industry Knowledge

Students will understand best practices and next steps as a professional photographer through creating a business plan.

- Ethics and Best Practices
 - Model Releases, Licensing, Contracts, Forms, copyright protections and processes.
- Basic Organizational Structures
 - DBA, LLC, SCORP, W2, Freelancing, Contracted, Salaried, In-House

Standard 3: Work Skills

Students will develop strategies for marketing their skills in the photography industry.

- Collaboration, teamwork, communication, problem-solving, critical thinking, dependability, accountability, and legal requirements/expectations
- Professional Preparation
 - Resume Development
 - Industry Trends & Outlooks
 - How to Break into the Industry
 - Take risks in entrepreneurial opportunities
- Branding and Self-Promotion (vision & mission)
 - Web Presence (Social Media Strategies and Content Creation)
 - Competitive edge/advantages

Standard 4: Customer Service

Students will demonstrate high quality customer service skills when completing real-world projects.

- Identify and solve a customer/client's needs to the customer/client's satisfaction
- Understand the client/customer
- Professional demeanor, attitude, and language.

Performance Skills

- Develop and execute a professional plan using best practices for a career in the photography industry.
- Complete a photographic project with quality customer service for a client or customer.

STRAND 3: Portfolio

Students will create polished portfolios and a professional plan to demonstrate their photography knowledge, skill, and experience to prepare in entering the commercial photography industry.

Standard 1: Cumulative Professional Portfolio

Students will develop, curate, and design polished digital and print portfolios to demonstrate their photographic knowledge, skill, and experience.

- Student-Driven cumulative portfolio (digital and print) representing their strongest commercial and fine art work.
- Finalized professional plan
 - Mock-up forms, releases, and contracts
 - Resume
 - Letter of Recommendation from mentor/internship
 - Branding Materials

Performance Skills

Based on school resources, students will work together with industry partners or a school mentor to complete the following objectives:

- Independently complete real-world photographic work with industry partners or school programs.
- Independently problem-solve real-world photographic scenarios with industry partners or school programs.

STRAND 4: Responsible Professionalism

Create skilled, career-ready, and responsible professionals.

Standard 1: Analyze the technical skills needed in Commercial Photography.

Technical Skills: Technical skills are fundamental to performing tasks, solving problems, and ensuring the quality, safety, and efficiency of work in skilled and technical jobs. They are a key component of professional competence in these fields.

- Computer & Technology Literacy
- Understand job specific skills
- Safety & Health
- Service Orientation
- Professional Development

Standard 2: Analyze the personal skills needed in Commercial Photography.

Personal Skills: Personal skills contribute to an individual's overall effectiveness and success in the workplace. Personal skills complement technical expertise, enhancing an individual's ability to work effectively, collaborate with others, and navigate the dynamic and challenging nature of skilled and technical jobs.

- Demonstrate reliability and integrity
- Demonstrate ethical behavior at all times
- Exhibit professionalism in your work
- Act Responsibility
- Show adaptability and flexibility
- Be self-motivated
- Identify and practice time management skills

Standard 3: Analyze the workplace skills needed in Commercial Photography.

Workplace Skills: Workplace skills are crucial for success in skilled and technical jobs. These skills complement technical and personal skills and are often considered the foundation for effective job performance. They contribute to overall professionalism, effective communication, collaborative teamwork, problem-solving, and adaptability in the dynamic and demanding work environments of technical fields.

- Effective communication
- Decision making capabilities
- Teamwork
- Planning, organizing, and the management of projects
- Leadership

Skill Certification 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			