



COMMERCIAL PHOTOGRAPHY ADVANCED COMMERCIAL PHOTOGRAPHY

This course is part of a sequence of courses that prepares individuals to use artistic techniques combined with a commercial perspective to effectively communicate ideas and information to business and consumer audiences via the use of advanced digital and/or film photography. Instruction includes training in career opportunities, workflow, specialized camera, equipment and accessories, memory devices, software operation, copyright, ethics, and legal issues as it applies to commercial and industrial needs, and photography business operations.

**USOE
7/10/2009**

ADVANCED DIGITAL PHOTOGRAPHY

Levels:	Grades 11-12
Units of Credit:	0.5
CIP Code:	50.0408
11 Digit Code:	40-13-00-00-015
11 Digit CE Code:	40-13-00-13-015
Test #:	
License:	CTE/Secondary
Endorsement:	Commercial Photography
Prerequisite:	Basic Digital Photography

Disclaimer: Please note these standards and objectives are for an advanced course. Introductory standards are covered in Basic Digital 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 Basic 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 highly recommended for Advanced Digital Photography.

No Camera Cell Phones or PDA's may be used.

SOFTWARE REQUIREMENT

Adobe Photoshop (current version)

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 500408-01	Students will explore career opportunities in Commercial Photography
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Objectives

500408-01 <u>01</u>	Develop career awareness related to working in the photography industry.
500408-01 <u>02</u>	Demonstrate proficiency in selected career opportunities.
500408-01 <u>03</u>	Instructors are encouraged to develop Program Advisory Committees (PAC) for their courses.

**STANDARD
500408-02**

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

Objectives

500408-0201

Identify the multi-step process of workflow in *Image capture*.

- Identify equipment needed for assignment.
- Determine correct camera settings.
- Compose.
- Focus.
- Determine lighting needs.
- Capture the image.
- Evaluate your results.

500408-0202

Identify the multi-step process of workflow as it relates to *Image editing*.

- Image Download .
- Image Management.
- Image Editing.

500408-0203

Identify the multi-step process of workflow as it relates to *Image output Size/Resolution* for intended purpose. (web, presentation or print).

500408-0204

Apply and modify this multi-step process or steps to develop and apply your own digital workflow.

500408-0205

Explore opportunities for sales and promotion of student work.

**STANDARD
500408-03**

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

Objectives

500408-0301

Cameras with advanced features and interchangeable lens capability .

500408-0302

Students will understand the capabilities and limitations of their personal cameras.

500408-0303

Lens choices for particular assignments.

500408-0304

Lighting devices for particular assignments.

500408-0305

Peripheral devices for professionals (tripods, shutter release, etc.) .

500408-0306

Appropriate software for the desired effect.

**STANDARD
500407-04**

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

Objectives

500408-0401

White balance, ISO, resolution, burst mode, auto bracketing, histograms, etc.

500408-0402

Exposure Modes (Auto, Shutter Priority, Aperture Priority, Manual, and Continuous).

**STANDARD
500408-05** **Students will be able to use and identify memory devices and file types associated with digital cameras.**

Objectives

- 500408-0501 Demonstrate an understanding of what pixels are and how they are used in digital photography.
- 500408-0502 Demonstrate an understanding of digital file *formats* as they pertain to image capture (i.e. **RAW, TIFF, JPEG**).
- 500408-0503 Demonstrate an understanding of compression in digital file *sizes* as they pertain to image capture (i.e. Extra Fine, Fine, Basic, and Normal).
- 500408-0504 Demonstrate an understanding of the difference between High and Low Resolution and how they are linked to pixelization.
- 500408-0505 Identify common memory cards and camera compatibilities (i.e. Compact Flash, Secure Digital, Sony Memory Stick, Compact Disk, and internal storage).
- 500408-0506 Identify necessary equipment used for downloading memory devices (i.e. cables, card readers, or drives).
- 500408-0507 Understand the workflow necessary to transfer files from a camera to another storage device.

**STANDARD
500408-06** **Students will be able to demonstrate increasing proficiency in the use of Adobe Photoshop.**

Objectives

- 500408-0601 Students will be able to work in Photoshop at a professional level.
- 500408-0602 Masking.
- 500408-0603 Adjustment Layers.
- 500408-0604 Color Management (camera, monitor, software, printer output).
- 500408-0605 Color Calibration (Monitor).
- 500408-0606 Printer Profiles.
- 500408-0607 Channels.

**STANDARD
500408-07** **Students will be able to understand and demonstrate the principles of art, design and composition.**

Objectives

- 500408-0701 Demonstrate Simplicity/Emphasis.
- 500408-0702 Demonstrate Rule of Thirds.
- 500408-0703 Demonstrate Perspective or Point of View.
- 500408-0704 Demonstrate Leading Lines.
- 500408-0705 Demonstrate Harmony (a pleasing relationship of elements).
- 500408-0706 Demonstrate Avoiding Mergers.
- 500408-0707 Demonstrate Framing.
- 500408-0708 Demonstrate Rhythm/Repetition (orderly, related movement).
- 500408-0709 Demonstrate Balance (symmetrical/asymmetrical).

**STANDARD
500408-08** **Students will be able to present digital images in both a printed and/or electronic format.**

Objectives

500408-0801 Evaluate/critique photographic work.
500408-0802 Students will produce a portfolio of their work.
500408-0803 Students will submit their photographs for display.

**STANDARD
500408-09** **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.**

Objectives

500408-0901 Define copyright.
500408-0902 Other definitions

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

500408-0903 Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed).

500408-0904 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.

500408-0905 Students will demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

PROFESSIONAL DEVELOPMENT

**STANDARD
500408-10** **The student will understand the need for professional development.**

Objectives

500408-1001 Complete a personal inventory

500408-1002	Set and meet goals
500408-1003	Be self-motivated
500408-1004	Know how to make decisions
500408-1005	Know how to manage time
500408-1006	Organize personal belongings and lab equipment
500408-1007	Learn to communicate verbally
500408-1008	Write effective communications
500408-1009	Establish a personal reading program
500408-1010	Develop effective work skills and attitudes
500408-1011*	Master a working knowledge of SkillsUSA <ul style="list-style-type: none"> • State the SkillsUSA motto • State the SkillsUSA creed • Learn the SkillsUSA colors • Describe the official SkillsUSA dress • Describe the procedure for becoming a SkillsUSA officer

**STANDARD
500407-11**

The student will understand the need for leadership skills.

Objectives

500407-1101	Serve on a committee
500407-1102	Prepare an agenda
500407-1103	Assist in planning a meeting
500407-1104	Review basic parliamentary procedure <ul style="list-style-type: none"> ▪ Make a main motion
500407-1105	Participate in a school project
500407-1106	Attend a community meeting
500407-1107	Practice effective speaking
500407-1108	Present a three- to five-minute talk
500407-1109	Implement a leadership project
500407-1110*	Master a working knowledge of SkillsUSA <ul style="list-style-type: none"> • Describe the meaning of the SkillsUSA emblem • State the SkillsUSA pledge • Describe the duties of a SkillsUSA officer

**STANDARD
500407-12**

The student will understand the need for career planning.

Objectives

500407-1201	Define your future occupation
500407-1202	Survey employment opportunities
500407-1203	Report on a trade journal article
500407-1204	Explore opportunities for advanced training
500407-1205	Conduct a worker interview
500407-1206	Contact a professional association

500407-1207 Explore entrepreneurship opportunities
500407-1208 Give a talk about your career
500407-1209 Review career goals

STANDARD **The student will understand the importance of**
500407-13 **employability and work habits.**

Objectives

500407-1301 Develop a list of work standards to follow at school and on the job
500407-1302 Evaluate your personal ethics
 • Evaluate your personal ethics against acceptable workplace ethics
500407-1303 Build a job search network
500407-1304 Find job leads
500407-1305 Write a resume
500407-1306 Create a job portfolio
500407-1307 Complete a job application
500407-1308 Write a business letter and memo
500407-1309 Participate in an actual or simulated job interview

* SkillsUSA PDP requirements – recommended