



# **COMMERCIAL PHOTOGRAPHY**

## **Basic Digital 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 digital photography. Instruction includes training in specialized camera and equipment operation, software usage, maintenance, applications to commercial and industrial needs, and photography business operations.

**USOE  
7/9/2009**

# BASIC DIGITAL PHOTOGRAPHY

Levels:	Grades 10-12
Units of Credit:	Minimum 0.5 Credit
CIP Code:	50.0407
11 Digit Code:	40-13-00-00-012
Test #:	537
License:	CTE/Secondary
Endorsement:	Commercial Photography
Prerequisite:	None

**Disclaimer:** Please note these standards and objectives are for a beginning course and cover minimum concepts. Other standards are covered in advanced digital photography courses.

## COURSE DESCRIPTION

Introduction to getting started in commercial digital photography. This course will cover basic concepts for purchasing a digital camera, image capture, image editing, and image output. This will enable the digital camera user to purchase and more comfortably use the camera that will best suit their present and future needs.

## CAMERA REQUIREMENT

It is recommended that students have access to a Digital SLR camera. However Digital Point and Shoot cameras can be used and will be covered in this course.

Minimum equipment requirements for this course are cameras with removable Memory cards and adjustable Mode settings.

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

## SOFTWARE REQUIREMENT

Photoshop or Photoshop Elements

## CORE STANDARDS, OBJECTIVES, AND INDICATORS

**STANDARD**     **Students will develop an awareness of career opportunities in digital photography and an overview of the history of photography.**  
**500407-01**

### **OBJECTIVES**

**500407-0101**     Develop career awareness related to working in the photography industry.

500407-0102 History of Photography.  
500407-0103 History of Digital Photography.  
500407-0104 Introduction to Digital Photography.

**STANDARD**  
**500407-02** **Students will be able to understand and apply the multi-step process of “workflow”.**

**OBJECTIVES**

500407-0201 Identify the multi-step process of workflow in *Image capture*.

- Check Settings (Mode, Memory card, battery, etc.).
- Holding the camera (Steady, shoot, and format).
- Compose for desired effect.
- Focus (auto or manual).
- Exposure (auto or manual - aperture and shutter priority).
- Flash (On or Off).
- Taking the picture.
- Checking your results.

500407-0202 Identify the multi-step process of workflow as it relates to *Image editing*.

- Image Transfer (downloading files to a computer).
- Image Management (organizing files, photo selection and managing folders).
- Image Editing (Straighten, rotate, limited crop, adjust tonal range, contrast, and color correction).

500407-0203 Identify the multi-step process of workflow as it relates to *Image output*.

- Size/Resolution for intended purpose. (web, presentation or print).

500407-0204 Apply and modify this multi-step process or steps to develop and apply your own digital workflow.

**STANDARD**  
**500407-03** **Students will be able to identify different types of digital cameras, the location of their basic components, and the benefits and drawbacks of each type.**

**OBJECTIVES**

500407-0301 Camera Phones and PDA Cameras.

500407-0302 Digital Point and Shoot cameras.

500407-0303 Digital Single-Lens Reflex (SLR) cameras.

500407-0304 Digital Professional/Studio cameras.

**STANDARD**  
**500407-04** **Students will demonstrate the appropriate use of the camera controls on a digital camera.**

**OBJECTIVES**

500407-0401 Focusing and memory buffer delay.

500407-0402 Exposure Modes (Auto, Shutter Priority, Aperture Priority, Programmed Exposure, Manual, and Continuous).

**STANDARD**  
**500407-05** **Students will be able to use and identify memory devices and file types associated with digital cameras and scanners.**

**OBJECTIVES**

- 500407-0501 Demonstrate an understanding of how pixels are used in digital photography.
- 500407-0502 Demonstrate an understanding of digital file *formats* as they pertain to image capture (i.e. **RAW, TIFF, JPEG**).
- 500407-0503 Demonstrate an understanding of compression in digital file *sizes* as they pertain to image capture (i.e. Extra Fine, Fine, Basic, and Normal).
- 500407-0504 Demonstrate an understanding of the difference between High and Low Resolution and how they are linked to Pixelization .
- 500407-0505 Identify common memory cards and camera compatibilities. (i.e. Compact Flash, Secure Digital, Sony Memory Stick, Compact Disk, and internal storage).
- 500407-0506 Identify necessary equipment used for downloading images (i.e. cables, card readers, or drives).
- 500407-0507 Properly download files from the camera or scanner to a computer.

**STANDARD**  
**500407-06** **Students will be able to understand and perform camera work.**

**OBJECTIVES**

- 500407-0601 Identify basic digital camera parts and their functions (i.e. viewfinder or LCD monitor, lens, mode dial, shutter button, etc.).
- 500407-0602 Understand focal length and identify appropriate lens for specific needs (i.e. wide angle, normal, telephoto, zoom, and optical verses digital zoom).
- 500407-0603 Use of a tripod or other steady shoot method when it is appropriate.
- 500407-0604 Identify the need and appropriate use for a flash.
- 500407-0605 Identify the difference between Shutter Priority and Aperture Priority.
- 500407-0606 Identify some of the basic differences between digital Point and Shoot and digital SLR cameras (i.e. size, weight, and lens options).

**STANDARD**  
**500407-07** **Students will be able to adjust size and set resolution of downloaded images.**

**OBJECTIVES**

- 500407-0701 Demonstrate how to use Photoshop to set size and resolution for images based on the intended use of the image.

**STANDARD  
500407-08**

**Students will be able to demonstrate basic proficiency in the use of Adobe Photoshop.**

**OBJECTIVES**

- 500407-0801 Create a contact sheet or index print using Photoshop.
- 500407-0802 Demonstrate tonal adjustments (i.e. histogram, Brightness and Contrast, Shadow/Highlight correction, Levels, Dodge and Burn Tool).
- 500407-0803 Demonstrate color correction (i.e. variations, color balance, hue /saturation, and levels).
- 500407-0804 Demonstrate cropping (i.e. cropping, print sizing, straightening, and perspective).
- 500407-0805 Demonstrate techniques for improving images (i.e. Healing Brushes, Patch Tool, Clone Stamp and Sharpening Filter).
- 500407-0806 Demonstrate and use the Layers pallet (i.e. active layer, layer order, creating and deleting layers, and Opacity).
- 500407-0807 Demonstrate the black and white conversion process (i.e. Hue/Saturation, and Grayscale mode).
- 500407-0808 Demonstrate effective use of the Undo and Redo (i.e. history pallet, step forward or backward).
- 500407-0809 Demonstrate the use of the Transform tool (i.e. scale, rotate, skew, flip, and distort).
- 500407-0810 Demonstrate the use of selection tools (i.e. Marquee, Lasso, Magic Wand, adding and subtracting to or from the selection).

**STANDARD  
500407-09**

**Students will be able to understand and demonstrate the elements of composition**

**OBJECTIVES**

- 500407-0901 Demonstrate Simplicity/Emphasis as an element of composition.
- 500407-0902 Demonstrate Rule of Thirds as an element of composition.
- 500407-0903 Demonstrate Point of View as an element of composition.
- 500407-0904 Demonstrate Leading Lines as an element of composition.

**STANDARD  
500407-10**

**Students will be able to display digital images in printed and electronic output.**

**OBJECTIVES**

- 500407-1001 Prepare an image for output (i.e. image size, canvas size and resolution) – printed to page or electronic publication.
- 500407-1002 Evaluate/critique photographic work.

**STANDARD  
500407-11**

**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**

- 500407-1101 Define copyright.
- 500407-1102 Other definitions.
- Audiovisual works.
  - Computer program.
  - Copies.
  - Copyright owner.
  - Digital transmission.
  - Financial gain.
  - Pictorial, graphic, and sculptural works.
  - Work of visual art.
- 500407-1103 Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed).
- 500407-1104 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.
- 500407-1105 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**      **The student will understand the need for professional**  
**500407-12**      **development.**

### **OBJECTIVES**

- 500407-1201 Complete a personal inventory.
- 500407-1202 Set and meet goals.
- 500407-1203 Be self-motivated.
- 500407-1204 Know how to make decisions.
- 500407-1205 Know how to manage time.
- 500407-1206 Organize personal belongings and lab equipment.
- 500407-1207 Learn to communicate verbally.
- 500407-1208 Write effective communications.
- 500407-1209 Establish a personal reading program.
- 500407-1210 Develop effective work skills and attitudes.
- 500407-1211\* Master a working knowledge of SkillsUSA.
- 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  
500407-13**

**The student will understand the need for leadership skills.**

**OBJECTIVES**

- 500407-1301 Serve on a committee.  
 500407-1302 Prepare an agenda.  
 500407-1303 Assist in planning a meeting.  
 500407-1304 Review basic parliamentary procedure.
- Make a main motion.
- 500407-1305 Participate in a school project.  
 500407-1306 Attend a community meeting.  
 500407-1307 Practice effective speaking.  
 500407-1308 Present a three- to five-minute talk.  
 500407-1309 Implement a leadership project.  
 500407-1310\* Master a working knowledge of SkillsUSA.
- Describe the meaning of the SkillsUSA emblem.
  - State the SkillsUSA pledge.
  - Describe the duties of a SkillsUSA officer.

**STANDARD  
500407-14**

**The student will understand the need for career planning.**

**OBJECTIVES**

- 500407-1401 Define your future occupation.  
 500407-1402 Survey employment opportunities.  
 500407-1403 Report on a trade journal article.  
 500407-1404 Explore opportunities for advanced training.  
 500407-1405 Conduct a worker interview.  
 500407-1406 Contact a professional association.  
 500407-1407 Explore entrepreneurship opportunities.  
 500407-1408 Give a talk about your career.  
 500407-1409 Review career goals.

**STANDARD  
500407-15**

**The student will understand the importance of employability and work habits.**

**OBJECTIVES**

- 500407-1501 Develop a list of work standards to follow at school and on the job.  
 500407-1502 Evaluate your personal ethics.
- Evaluate your personal ethics against acceptable workplace ethics.
- 500407-1503 Build a job search network.  
 500407-1504 Find job leads.  
 500407-1505 Write a resume.

- 500407-1506 Create a job portfolio.
- 500407-1507 Complete a job application.
- 500407-1508 Write a business letter and memo.
- 500407-1509 Participate in an actual or simulated job interview.

\* SkillsUSA PDP requirements – recommended.