



COMMERCIAL PHOTOGRAPHY

Basic Film 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 black and white photography. Instruction includes training in specialized camera and equipment operation, film processing, dark room procedures, maintenance, applications to commercial and industrial needs, and photography business operations.

Utah State Office of Education
Career & Technical Education

BASIC FILM PHOTOGRAPHY

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| Levels: | Grades 10-12 |
| Units of Credit: | Minimum 0.5 Credit |
| CIP Code: | 50.0406 |
| 11 Digit Code: | 40-13-00-00-010 |
| Test #: | 535 |
| License: | CTE/Secondary |
| Endorsement: | Commercial Photography |
| Prerequisite: | None |

COURSE DESCRIPTION

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 black and white photography. Instruction includes training in specialized camera and equipment operation, film processing, dark room procedures, maintenance, applications to commercial and industrial needs, and photography business operations.

Basic equipment requirements for this course are: 35mm film cameras, black & white 35mm film, film developing tanks, reels and proper chemistry and a darkroom equipped with enlargers, trays & necessary paper, chemistry and supplies. The requirements for this course cannot be met without this basic equipment.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

Students will be able to understand the role of commercial photography in the workplace.

Objective 1: Evaluate photographic work.

Objective 2: Display photographic work.

Objective 3: Survey employment opportunities.

Objective 4: Review career possibilities.

Objective 5: History and origins of photography.

STANDARD 2

Students will be able to understand and apply safe practices and housekeeping duties.

Objective 1: Comply with lab and equipment safety rules.

Objective 2: Inspect work area and equipment for safe working environment.

Objective 3: Report lab, environmental and equipment safety violations.

Objective 4: Comply with safety rules for working with photographic chemicals (MSDS).

Objective 5: Clean and maintain work area and leave in safe condition.

Objective 6: Report problems to instructor.

STANDARD 3

Students will be able to understand and perform camera operations.

Objective 1: Identify basic camera parts.

Objective 2: Identify appropriate lens for specific needs.

Objective 3: Identify when to use a tripod.

Objective 4: Identify appropriate use of a flash and its synchronization.

Objective 5: Identify the effect of aperture and shutter speeds and how they control exposure.

Objective 6: Demonstrate understanding of how to correctly load and expose film using a 35mm camera.

Objective 7: Identify the difference between Shutter Priority and Aperture Priority.

Objective 8: Be familiar with the following types of cameras and their application: medium format/twin lens reflex, View, SLR and Rangefinder.

STANDARD 4

Students will be able to understand and demonstrate photographing techniques in subjects.

Objective 1: Identify importance of appropriate background, foreground and main subject.

Objective 2: Demonstrate the effects of light and the direction of light.

Objective 3: Photograph an individual on location.

Objective 4: Photograph a group on location.

Objective 5: Take photos of action subjects.

Objective 6: Demonstrate how to control depth of field.

STANDARD 5

Students will be able to understand and identify black and white film characteristics and develop of black and white film.

Objective 1: Identify film characteristics which include; DX Coding, ISO, type of film, grain, and the format of film.

Objective 2: Understand film processing for black and white film.

Objective 3: Load black and white film into daylight development tanks.

Objective 4: Develop black and white film using daylight development tanks.

Objective 5: Identify problems in black and white film developing.

STANDARD 6

Students will be able to set up equipment and determine exposure settings for black and white photographic printing.

Objective 1: Identify the parts of an enlarger.

Objective 2: Identify other equipment used in enlarging.

Objective 3: Expose and develop contact sheets (proof sheets).

Objective 4: Demonstrate appropriate methods to clean negatives.

Objective 5: Demonstrate how to use variable contrast filters.

Objective 6: Demonstrate how to crop an image.

Objective 7: Establish exposure settings for black and white prints using a test strip.

Objective 8: Demonstrate the dodging and burning in of an image during printing.

Objective 9: Demonstrate the black and white printing process.

Objective 10: Identify the benefits of resin coated and variable contrast paper.

Objective 11: Identify the colors of safelights used for black and white printing

STANDARD 7

Students will be able to identify and demonstrate the chemical processing procedures for developing black and white photographic paper.

Objective 1: Identify the function and safe handling of each black and white paper developing chemical.

Objective 2: Identify the order or sequence for developing black and white photographic paper.

Objective 3: Identify problems occurring during the print developing sequence (Trouble shooting: time, light, chemicals, washing and drying).

STANDARD 8

Students will be able to understand and demonstrate how to finish prints.

Objective 1: Demonstrate spotting and retouching of a print.

Objective 2: Demonstrate the mounting of a print.

Objective 3: Demonstrate the matting/framing of a print.

STANDARD 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.

Objective 1: Define copyright.

Objective 2: Other definitions

- a. Audiovisual works
- b. Computer program
- c. Copies
- d. Copyright owner
- e. Digital transmission
- f. Financial gain
- g. Pictorial, graphic, and sculptural works
- h. Work of visual art

Objective 3: Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed)

Objective 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)

- a. Time limitations
- b. Portion limitations
- c. Text material
- d. Illustrations and photographs
- e. Copying and distribution limitations

Objective 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)

STANDARD 10

Students will gain an understanding of Commercial Photography as a profession and will develop professional skills for the workplace.

Objective 1: As a participating member of the SkillsUSA student organization complete the SkillsUSA Level 1 Professional Development Program.

- a. Complete a self-assessment inventory and identify individual learning styles.
- b. Discover self-motivation techniques and establish short-term goals.
- c. Determine individual time-management skills.
- d. Define future occupations.
- e. Define awareness of cultural diversity and equity issues.
- f. Recognize the benefits of conducting a community service project.
- g. Demonstrate effective communication skills with others.
- h. Participate in a shadowing activity.
- i. Identify components of an employment portfolio.
- j. Explore what is ethical in the workplace or school.

- k. Demonstrate proficiency in program competencies.
- l. Explore what is ethical in the workplace or school.
 - 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.

Objective 2: Understand the use of drawings in architectural design and how those drawings relate to career opportunities.

Objective 3: Display a professional attitude toward the instructor and peers.

* SkillsUSA PDP requirements – Highly recommended