

STRANDS AND STANDARDS

COMMERCIAL PHOTOGRAPHY 1



Course Description

An introduction to the field of commercial photography. This course will cover concepts, including but not limited to, purchasing a digital camera, image capture, image editing, and image output. This course will also feature Adobe Photoshop and Adobe Lightroom; their features and use. These concepts will enable the student to be more knowledgeable and prepared to enter the field of commercial photography.

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. Mobile devices may be used to complete some, but not all, of the listed objectives.

SOFTWARE REQUIREMENT: Adobe Photoshop or Photoshop Elements, Adobe Lightroom

Intended Grade Level	9-12
Units of Credit	0.5
Core Code	40.13.00.00.12
Concurrent Enrollment Core Code	40.13.00.13.012
Prerequisite	N/A
Skill Certification Test Number	537
Test Weight	0.5
License Area of Concentration	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Commercial Photography
Endorsement 2	N/A
Endorsement 3	N/A

STRAND 1: Capture

Students will employ proper equipment, exposure, lighting modification, and optional accessories to capture photographic images utilizing compositional concepts and narratives.

Standard 1: Exposure

Students will navigate camera functions and the mode dial to create images with accurate exposure for their intended purpose.

- Exposure Triangle
 - Aperture (depth of field)
 - Shutter Speed (motion blur)
 - ISO (grain/noise)

Standard 2: Composition

Students will represent compositional elements in their photographic work to develop visual literacy.

- Line (leading lines, static (horizontal/vertical), and dynamic lines (diagonal))
- Space (positive/negative, simplicity)
- Texture (visual)
- Framing (literal and subliminal)
- Rule of Thirds (engaging the viewer)
- Perspective
 - Linear (horizon line, vanishing point)
 - Atmospheric (foreground, middle ground, background)
 - Point of View (bird's eye, worm's eye, eye-level)
- Pattern and Repetition
- Balance
 - Symmetry vs. Asymmetry
 - Visual Weight
 - Proportion, Scale, Size
- Focal Point / Point of Emphasis (color, texture, size, contrast, light, pattern, etc.)
- Color and Mood

Standard 3: Explore Meaning and Context

Students will explore narrative and meaning as it relates to their photographic work.

- Generating Ideas (mood/vision board based on location, theme, client, or prompt, developing personal style ("aesthetic"), personal interests, branding, relevance, resonance, etc.)
- Sequencing and Storytelling (W's: what, why, when, where, who, how)
- Self-Reflection (analyze, evaluate, critique)

Performance Skills

- Compose photographic images that demonstrate successful use of various composition elements.
- Demonstrate proper use of the exposure triangle when photographing.
- Analyze, evaluate, and critique own photographic work and identify areas for improvement.

STRAND 2: Edit

Students will be able to use photo editing software to enhance images.

Standard 1: Transfer

Students will transfer images successfully to access them from other devices for editing purposes.

- Camera --> Memory Card --> Computer
 - Card --> Computer
 - Phone --> Computer
 - Computer --> Online

Standard 2: Editing

Students will employ editing tools in Adobe Photoshop or Lightroom to refine their photographic work.

- Global Adjustments (entire image)
 - Exposure, color/hue, saturation, contrast, effects
 - Cropping
- Local Adjustments (selected parts of image)
 - Masking & Touch-up Tools (healing, clone stamp, brush)
 - Selection Tools (marquee, magic wand, quick selection, object selection, move)

Performance Skills

- Submit and demonstrate an intentional and successfully edited photo including exposure, color, adjustments, and contrast.

STRAND 3: Output

Students will be able to save/export their photographic work in the appropriate size, resolution, format and mode for a variety of platforms. (Primary focus will be on DIGITAL output during Photo I. Print will be covered in depth in Photo II & III) Students will store their images in the appropriate location for future access.

Standard 1: Output Size, Resolution, Format, Mode for Location

Students will be able to save/export their photographic work in the appropriate size, resolution, format, and mode for a variety of platforms.

- To Digital Devices
 - 72 Pixels per Inch (PPI)
 - Format: JPG
- To Print
 - 300 DPI
 - Format: JPG, TIFF
- To Archive
 - Save to cloud, local computer, external drive
 - Keep original file and format

Performance Skills

- Submit a photo through a digital device.
- Submit a photo for print with the correct resolutions and formats.
- Save/store a photo to an archive source.

STRAND 4: Connect

Students will develop ideas in connection to other photographers and their work which inspires the student's own photographic interest.

Standard 1: Draw Inspiration from other Photographers

Students will develop ideas by exploring photographic works of other photographers and by analyzing, evaluating, and critiquing the significance of their selected photographers' work.

- Explore a variety of photographers and photographic styles.
- Analyze, evaluate, critique photographic works.

Performance Skills

- Select photographers who inspire the student's own photographic interests.
- Analyze, evaluate, and critique photographic works.

STRAND 5: Career Path

Students will explore an introduction to a variety of career paths in the photography industry. Students will develop fundamental work skills through their own photographic process.

Standard 1: Industry Knowledge

Students will explore career paths in the photography industry related to their personal interests.

Standard 2: Work Skills

Students will develop work skills through their own photographic process.

- Collaboration, teamwork, communication, problem-solving, critical thinking, dependability, and accountability.
- Legal Expectations (copyright and plagiarism basics)

Performance Skills

- Take photographs in the genre/interest that meets the genre expectations.
- Submit original work for all projects.

STRAND 6: Portfolio

Students will construct a digital portfolio to demonstrate their development in aesthetic literacy and curate their own work using compositional elements. The portfolio will serve as an assessment of student understanding through hands-on, process-based learning of each concept listed.

Standard 1: Composition (Digital) Portfolio

Students will curate a personal digital portfolio to demonstrate their development in aesthetic literacy through compositional elements.

- Student-selected projects/work (book, online portfolio, social media page, presentation).

Standard 2: Printed Work (optional)

Students will display their work through local events.

Performance Skills

- Create a digital portfolio of student work.
- Display high-quality photographic works.

STRAND 7: 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			