

STRANDS AND STANDARDS

COMMERCIAL PHOTOGRAPHY 2



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 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 DSLR camera is required for Commercial Photography course. Schools may provide necessary equipment to complete the course.

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

Intended Grade Level	10-12
Units of Credit	0.5-1.0
Core Code	40.13.00.00.015
Concurrent Enrollment Core Code	40.13.00.13.015
Prerequisite	Commercial Photography 1
Skill Certification Test Number	539
Test Weight	1.0
License Area of Concentration	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Commercial Photography

STRAND 1: Capture

Students will capture photographic images by employing proper equipment, exposure, light modification, and optional accessories.

Standard 1: Exposure

Students will employ the basic functions of a DSLR or mirrorless camera to create photographic works.

- Exposure Triangle
 - Aperture
 - Shutter Speed
 - ISO
- Types of cameras advantages/disadvantages
 - Mirrorless
 - Film
 - DSLR
 - Phone/Mobile
- Camera settings
 - White Balance
 - Image Quality (RAW, JPG)
 - Histograms

Standard 2: Lenses

Students will employ the basic functions of interchangeable camera lenses to create photographic works.

- Lens Comparison
 - Wide Angle (short focal lengths)
 - Normal/Standard (mid-range focal lengths)
 - Telephoto (longer focal lengths)
 - Macro
 - Fish Eye
- Benefits and disadvantages of prime and zoom lenses.

Standard 3: Lighting

Students will construct, manage, and modify various lighting arrangements to achieve desired lighting effects in indoor and outdoor settings.

- White Balance
 - Color cast from various lighting
 - Auto White Balance setting vs. gray card
- Artificial/Natural Light
 - Sources of Light
 - Creative Uses
- Outdoor Photography
 - Light control/modification
 - Time of day
 - Color cast & shadows
- Indoor Photography
 - Light sources: window, artificial light, studio lighting
 - Light control/modification
 - Indoor color temperature/cast of various lighting

- Studio Lighting
 - Studio lighting setup (key light, fill light, hair/rim light, continuous light, strobe light)
 - Light control/modification (reflectors, diffusers, barn doors)
 - 4 Lighting Patterns/Techniques: Butterfly, Loop, Rembrandt, Split
 - Camera settings for studio lighting.

Standard 4: Visual Elements

Students will employ a variety of visual techniques to create visually engaging photographic works.

- Visual Organization
 - Wide, medium, tight formula on same subject
 - Dynamic Symmetry (grouping, head space, etc.)
 - Posing techniques (people, products)
 - Leave crop room (Portraits)
- Light/Shadow
 - Effects of lighting/shadow placement
- Black & White Photography
 - Visualizing B/W conversion of tonal range
 - Adjustments for B/W vs. color
 - Contrast, value scales, zones

Standard 5: Explore Meaning and Context

Students will construct meaning, and identify context, in their photographic work. They will employ intentional practices to develop a personal photographic aesthetic.

- Generating Ideas (mood/vision board based on location, theme, client, and prompts, developing personal style (“Aesthetic”), personal interests, branding, relevance, resonance, etc.)
- Sequencing/Storytelling (W’s: what, why, when, where, who, how?)
- Self-Reflection (analyze, evaluate, critique)

Performance Skills

- Demonstrate proper use of the exposure triangle and white balance when photographing.
- Take a photograph using the appropriate lens for the appropriate setting.
- Construct various lighting arrangements to achieve desired lighting effects in a studio setting.
- Manage natural lighting to achieve desired results outdoors.
- Choose and utilize the correct white balance for appropriate environments.
- Produce visually engaging photos using different elements.
- Plan and execute a photographic idea by gathering inspiration from other photographers.
- Analyze, evaluate, and critique own photographic work.

STRAND 2: Edit

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

Standard 1: Photoshop

Students will employ editing tools in Photoshop to refine their photographic image(s)

- Adjustment Layers
 - Layer masks vs. Quick masks
 - Tonal (histogram, curves)
 - Color (color balance, black and white adjustment)
- Tools & Techniques
 - Compare healing brushes (spot vs. clone)
 - Crop tool (WxHxRES, positioning, spacing)
 - Image dimensions & size
 - Content aware
- Compositing and Layer Organization
 - Opacity
 - Blending modes (screen, multiply, etc.)
 - Order & Alignment

Standard 2: Lightroom

Students will employ Adobe Lightroom to refine photographic image(s)

- Import / Albums / Export
 - Culling
 - Organization
 - Export
- Develop / Edit Module
 - Exposure Adjustments
 - Color Adjustments
 - Cropping
 - Batch Editing
 - Healing
 - Masking
- Presets

Performance Skills

- Enhance images by using Photoshop tools and techniques.
- Enhance images by using Lightroom tools and techniques.

STRAND 3: Output

Students will be able to save/export their photographic work in the appropriate size, resolution, format and mode for digital and print platforms. Students will develop a system for storing, accessing, and archiving their images

Standard 1: Location Settings

Students will manage photographic files and their output qualities.

- To Print
 - Contact Sheet
 - 300 dpi
 - Format: TIFF, PDF, JPG, PSD
- To Digital/Screen
 - 72 ppi
 - Format: JPG
- Image Quality
 - Resolution, Compression

Performance Skills

- Output high quality photographic files.

STRAND 4: The Industry and Inspiration

Students will explore an introduction to a variety of career specific best practices in the photography industry and develop ideas in connection to other photographers and their work which inspire the student's own photographic interest.

Standard 1: Industry Knowledge

Students will develop industry knowledge to understand the best practices and inspiration in the business of photography.

- Explore careers in photography
- Ethics & Legal Expectations in Photography
 - Compare copyright, fair use, and public domain.
 - Photo editing/manipulation (advertising, photojournalism, etc.)
 - Model releases, licensing, contracts, forms.

Standard 2: Draw Inspiration from Historical Work

Students will develop ideas by exploring photographic work of other photographers and their contributions throughout history.

Performance Skills

- Submit original work for all projects.
- Demonstrate ethical practices when capturing, editing, and publishing photographic works.
- Review historical work to draw inspiration.

STRAND 5: Portfolio/Present

Students will construct both a digital and print portfolio to demonstrate their development in technical literacy and style as it pertains to photography. The portfolio will serve as an assessment of student understanding through hands-on, process-based learning of each concept listed.

Standard 1: Technical Portfolio

Students will construct a digital and/or print portfolio to demonstrate their development in technical literacy as it pertains to photography.

- Student Selected Projects/Work (book, Online portfolio, social media page, presentation)

Standard 2: Stylistic Portfolio

Students will construct a digital and/or print portfolio to demonstrate their understanding of professional photographic styles.

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

Standard 3: Present

- Students will present their photographic work to others through exhibitions or other events.

Performance Skills

- Utilize a professional photography workflow to create images.
- Create a digital and print photographic portfolio.
- Display high-quality photographic works through exhibitions or other events.

STRAND 6: 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			