



# Commercial Photography, Advanced

## EXAM INFORMATION

**Items**

45

**Points**

53

**Prerequisites**

BASIC DIGITAL PHOTOGRAPHY

**Grade Level**

11-12

**Course Length**

ONE SEMESTER

**Career Cluster**

ARTS, A/V TECHNOLOGY, AND  
COMMUNICATION

**Performance Standards**

INCLUDED

**Certificate Available**

YES

## DESCRIPTION

Commercial Photography, Advanced (539) 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.

## EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Multistep Process of Workplace	4%
2- Equipment and Accessories	13%
3- Digital Camera Controls and Settings	24%
4- Memory Devices and File Types	6%
5- Principles of Art, Design, and Composition	19%
6- Adobe Workshop	6%
7- Adobe Lightroom	9%
8- Images in Printed and Electronic Format	9%
9- Ethics and Legal Issues	4%
10- Careers in Commercial Photography	2%
11- Studio Lighting	4%
12- Professional Skills Needed in the Workplace (Optional)	



## **STANDARD 1**

STUDENTS WILL BE ABLE TO RECALL AND APPLY THE MULTISTEP PROCESS OF “WORKFLOW”

**Objective 1** Review the multiple-step process of workflow, laid out in the digital photography course. (Image capture, image edit, image output)

Standard 1 Performance Evaluation included below (Optional)

## **STANDARD 2**

STUDENTS WILL BE ABLE TO MAKE INFORMED CHOICES IN SELECTING EQUIPMENT AND ACCESSORIES FOR COMMERCIAL PHOTOGRAPHY ASSIGNMENTS

**Objective 1** Identify which camera would be appropriate for specific commercial shooting assignments. (I.e. portrait, wedding, product, sports)

**Objective 2** Identify which camera would be appropriate for specific commercial photography assignments.

**Objective 3** Identify any additional lighting equipment that may be needed for particular commercial photography assignments.

**Objective 4** Identify appropriate peripheral devices for commercial photography assignments. (Tripods, remote release, etc.)

Standard 2 Performance Evaluation included below (Optional)

## **STANDARD 3**

STUDENTS WILL DEMONSTRATE THE APPROPRIATE USE OF THE CAMERA CONTROLS AND SETTINGS ON A DIGITAL CAMERA

**Objective 1** Identify and show proficiency with advanced camera settings. (I.e. white balance, resolution, area focusing, spot focusing, matrix metering, and continuous shooting)

**Objective 2** Identify and show proficiency with Exposure Modes (auto, shutter priority, aperture priority, manual, and program).

**Objective 3** Identify and show proficiency with the exposure triangle.

1. ISO
2. Aperture
3. Shutter speed

Standard 3 Performance Evaluation included below (Optional)

## **STANDARD 4**

STUDENTS WILL BE ABLE TO USE AND IDENTIFY MEMORY DEVICES AND FILE TYPES ASSOCIATED WITH DIGITAL CAMERAS

**Objective 1** Demonstrate an understanding of digital file formats as they pertain to image capture (i.e. RAW, TIFF, JPEG).



- Objective 2 Demonstrate an understanding of compression in digital file sizes as they pertain to image capture (i.e. extra fine, fine, basic, and normal).
- Objective 3 Understand how to properly maintain a memory card (storage, formatting, general care).

Standard 4 Performance Evaluation included below (Optional)

## STANDARD 5

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE THE PRINCIPLES OF ART, DESIGN, AND COMPOSITION

- Objective 1 Demonstrate simplicity/emphasis.
- Objective 2 Demonstrate rule of thirds.
- Objective 3 Demonstrate perspective.
- Objective 4 Demonstrate leading lines.
- Objective 5 Demonstrate harmony (a pleasing relationship of elements).
- Objective 6 Demonstrate avoiding mergers.
- Objective 7 Demonstrate framing.
- Objective 8 Demonstrate rhythm/repetition (orderly, related movement).
- Objective 9 Demonstrate balance (symmetrical/asymmetrical).

Standard 5 Performance Evaluation included below (Optional)

## STANDARD 6

STUDENTS WILL BE ABLE TO DEMONSTRATE INCREASED PROFICIENCY IN THE USE OF ADOBE PHOTOSHOP

- Objective 1 Use the mask feature to edit an image.
- Objective 2 Identify and use adjustment layers.
- Objective 3 Identify and use the channels function.
- Objective 4 Identify and use selections tools efficiently.
- Objective 5 Identify and use photo-retouching tools.
- Objective 6 Identify and use layer styles.

Standard 6 Performance Evaluation included below (Optional)

## STANDARD 7

STUDENTS WILL BE ABLE TO DEMONSTRATE PROFICIENCY IN ADOBE LIGHTROOM

- Objective 1 Students will be able to setup to import images into a catalogue in Lightroom
1. File type (.dng)
  2. File organization (rating, labeling, and metadata).
- Objective 2 Students will be able to identify and use the “Develop” tab in Lightroom.



1. Adjustment panels
2. Retouching tools
3. Resizing and cropping
4. Presets

Objective 3 Students will be able to export an image from Lightroom.

1. Students can navigate and use the export dialog box to successfully export an image.

## **STANDARD 8**

STUDENTS WILL BE ABLE TO PRESENT DIGITAL IMAGES IN BOTH A PRINTED AND ELECTRONIC FORMAT

Objective 1 Students will know how to print professional quality photographs on photographic printers.

Objective 2 Evaluate/critique photographic work.

Objective 3 Students will produce a portfolio of their work.

Objective 4 Students will submit their photographs for display.

## **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

1. Audiovisual works
2. Computer program
3. Copies
4. Copyright owner
5. Digital transmission
6. Financial gain
7. Pictorial, graphic, and sculptural works
8. Work of visual art

Objective 3 Students will practice ethics and rules governing photojournalism (e.g., 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)

1. Time limitations
2. Portion limitations
3. Text material
4. Illustrations and photographs
5. 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 9 Performance Evaluation included below (Optional)

## **STANDARD 10**

STUDENTS WILL EXPLORE CAREER OPPORTUNITIES IN COMMERCIAL PHOTOGRAPHY

- Objective 1 Develop career awareness related to working in the photography industry.
- Objective 2 Demonstrate proficiency in selected career opportunities.
- Objective 3 Instructors are encouraged to develop Program Advisory Committees (PAC) for their courses.

## **STANDARD 11**

STUDENTS WILL BE ABLE TO DEMONSTRATE PROFICIENCY IN THE USE OF STUDIO LIGHTING

- Objective 1 Students will be able to identify and correctly use the different types of equipment needed for studio lighting (head unit, light stand, soft box, and umbrella).
  1. Strobe vs. continuous lighting
  2. Strobe, modeling light
  3. Diffusers
  4. Wall power vs. portable
- Objective 2 Students will be able to properly setup and take down a studio lighting setup, they will also be able to identify and duplicate common studio lighting setups.
  1. Split lighting
  2. Rembrandt lighting
  3. Loop lighting
  4. Butterfly lighting
- Objective 3 Students will be able to use an external light meter for the purpose of correctly exposing a portrait using studio lights.

## **STANDARD 12 (Optional)**

STUDENTS WILL ENHANCE THEIR UNDERSTANDING OF PROFESSIONAL SKILLS NEEDED FOR THE WORKPLACE THROUGH SKILLSUSA PDP PROGRAM

- Objective 1 As a participating member of the SkillsUSA<sup>1</sup> student organization, complete the SkillsUSA Level 2 Professional Development Program.
  1. Measure/modify short-term goals.
  2. Identify stress sources.
  3. Select characteristics of a positive image.
  4. Demonstrate Government awareness.
  5. Demonstrate awareness of professional organizations.

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<sup>1</sup> SkillsUSA PDP requirements—highly recommended



6. Apply team skills to a group project.
7. Observe and critique team skills at a local professional meeting.
8. Demonstrate business meeting skills.
9. Explore workplace ethics: codes of conduct.
10. Demonstrate social etiquette.
11. Complete survey for employment opportunities.
12. Review a professional journal and develop a three- to five-minute speech.
13. Complete a job application.
14. Assemble an employment portfolio.
15. Explore supervisory and management roles in an organization
16. Conduct a worker interview.
17. Perform a self-evaluation of proficiency in program competencies

Objective 2 Serve in the school's SkillsUSA chapter as a committee member.

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

Objective 4 As a participating member of the SkillsUSA student organization, complete the SkillsUSA Level 3 Professional Development Program.

1. Evaluate your career and training goals.
2. Market your career choice.
3. Develop personal financial skills.
4. Serve as a volunteer in the community.
5. Plan and develop a business.
6. Conduct a worker interview.
7. Develop a résumé and write a cover letter.
8. Demonstrate interviewing skills.
9. Understand the cost of customer service.
10. Identify and apply conflict resolution skills.
11. Demonstrate evaluation skills.
12. Examine workplace ethics: the role of values in making decisions.
13. Perform a skill demonstration.
14. Learn what is contained in Material Safety Data Sheets (MSDS).
15. Perform a self-evaluation of proficiency in program competencies.

Objective 5 Serve as an officer in the school's chapter of SkillsUSA.

Objective 6 Participate in an authorized SkillsUSA drafting competition.

Objective 7 Display a professional attitude toward the instructor and peers.



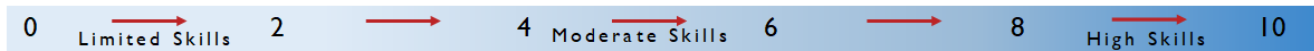
## Commercial Photography, Advanced Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name \_\_\_\_\_

Class \_\_\_\_\_

### PERFORMANCE RATING SCALE



#### STANDARD 1 Multistep Process of Workflow

Score:

- Understand and apply the multi-step process of “Workflow”

#### STANDARD 2 Equipment and Accessories for Commercial Photography

Score:

- Make informed choices in selecting equipment and accessories for commercial photography assignments

#### STANDARD 3 Digital Camera Controls and Settings

Score:

- Demonstrate the appropriate use of the camera controls on a digital camera

#### STANDARD 4 Memory Devices and File Types Associated with Digital Cameras

Score:

- Use and identify memory devices and file types associated with digital cameras

#### STANDARD 5 Principles of Art, Design, and Composition

Score:

- Understand and demonstrate the principles of art, design, and composition

#### STANDARD 6 Adobe Photoshop

Score:

- Demonstrate increasing proficiency in the use of Adobe Photoshop

#### STANDARD 9 Ethics and Legal Issues

Score:

- Learn and practice copyright laws, ethics, and legal issues dealing with photography

### PERFORMANCE STANDARD AVERAGE SCORE: