

§130.91. Commercial Photography (One to Two Credits).

- (a) General requirements. This course is recommended for students in Grades 10-12.
Recommended prerequisite: Graphic Design and Illustration or Art I.
- (b) Introduction. Careers in commercial photography require skills that span all aspects of the industry from setting up a shot to delivering products in a competitive market. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the commercial photography industry with a focus on creating quality photographs.
- (c) Knowledge and skills.
 - (1) The student applies academic knowledge and skills in commercial photography. The student is expected to:
 - (A) apply English language arts knowledge and skills by demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as brochures; and
 - (B) apply mathematics knowledge and skills by identifying whole numbers, decimals and fractions applied to measurement, percentages, depth of field, aperture, resolution, and scale; demonstrating knowledge of arithmetic operations; using conversion methods such as fractions to decimals and inches to points; and applying measurement to solve a problem.
 - (2) The student applies professional communications strategies. The student is expected to:
 - (A) adapt language for audience, purpose, situation, and intent such as structure and style;
 - (B) organize oral and written information;
 - (C) interpret and communicate information, data, and observations;
 - (D) give formal and informal presentations;
 - (E) apply active listening skills;
 - (F) listen to and speak with diverse individuals; and
 - (G) exhibit public relations skills.
 - (3) The student understands and examines problem-solving methods. The student is expected to employ critical-thinking and interpersonal skills independently and in teams to solve problems.
 - (4) The student applies information technology applications. The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.
 - (5) The student understands commercial photography systems. The student is expected to analyze and summarize the history and evolution of commercial photography.
 - (6) The student applies safety regulations. The student is expected to:

- (A) implement personal and workplace safety rules and regulations; and
 - (B) follow emergency procedures.
- (7) The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:
- (A) employ leadership skills;
 - (B) employ teamwork and conflict-management skills;
 - (C) conduct and participate in meetings; and
 - (D) employ mentoring skills.
- (8) The student applies ethical decision making and understands and complies with laws regarding use of technology in commercial photography. The student is expected to:
- (A) exhibit ethical conduct related to interacting with others such as client confidentiality, privacy of sensitive content, and providing proper credit for ideas;
 - (B) discuss and apply copyright laws in relation to fair use and duplication of images;
 - (C) model respect for intellectual property when manipulating, morphing, and editing digital images; and
 - (D) analyze the impact of photography on society, including concepts related to persuasiveness, marketing, and point of view.
- (9) The student develops employability characteristics. The student is expected to:
- (A) identify and participate in training, education, or certification for employment;
 - (B) identify and demonstrate positive work behaviors and personal qualities needed to be employable;
 - (C) demonstrate skills related to seeking employment to find and obtain a desired job;
 - (D) create a career portfolio to document work experiences, licenses, certifications, and work samples; and
 - (E) examine employment opportunities in entrepreneurship.
- (10) The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks.
- (11) The student develops an increasing understanding of commercial photography. The student is expected to:
- (A) research career opportunities and qualifications in photography;
 - (B) research the history and evolution of photography;
 - (C) analyze principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market;
 - (D) analyze and apply the elements and principles of art to photographs;
 - (E) demonstrate knowledge of different types of cameras and lenses and their applications to photography;
 - (F) demonstrate knowledge of good photographic composition and layout;
 - (G) demonstrate knowledge of the characteristics of different types of photographic media;

- (H) demonstrate knowledge of the basics of black and white and color photography processes;
- (I) demonstrate knowledge of photographic lighting techniques;
- (J) identify characteristics of various types of photographic paper;
- (K) demonstrate an understanding of standard conventions for mounting, matting, and framing;
- (L) produce a variety of photographs using current, industry-standard production processes; and
- (M) evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills.