

# Commercial Photography I (2017)

Adopted 2017

The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: **CPI.1**

- A. identify and participate in training, education, or certification for employment;** **CPI.1.A**
- B. identify and demonstrate positive work behaviors and personal qualities needed to be employable; and** **CPI.1.B**
- C. demonstrate skills related to finding and obtaining a desired job.** **CPI.1.C**

The student applies academic knowledge and skills in commercial photography. The student is expected to: **CPI.2**

- A. apply English language arts knowledge and skills in accordance with industry standards to a variety of written documents; and** **CPI.2.A**
- B. apply mathematics knowledge and skills in accordance with industry standards to solve a problem.** **CPI.2.B**

The student applies professional communications strategies. The student is expected to: **CPI.3**

- A. adapt language for audience, purpose, situation, and intent;** **CPI.3.A**
- B. organize oral and written information;** **CPI.3.B**
- C. interpret and communicate information, data, and observations;** **CPI.3.C**
- D. deliver formal and informal presentations;** **CPI.3.D**
- E. apply active listening skills;** **CPI.3.E**
- F. listen to and speak with diverse individuals; and** **CPI.3.F**
- G. exhibit public relations skills.** **CPI.3.G**

The student understands and examines problem-solving methods. The student is expected to: **CPI.4**

- A. employ critical-thinking skills independently and in groups; and** **CPI.4.A**
- B. employ interpersonal skills in groups to solve problems.** **CPI.4.B**

The student applies 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. **CPI.5**

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The student understands commercial photography systems. The student is expected to analyze and summarize the history and evolution of commercial photography. **CPI.6**

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The student applies safety regulations. The student is expected to: **CPI.7**

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- A.** implement personal and workplace safety rules and regulations in a photography studio and lab; and **CPI.7.A**
  - B.** follow emergency procedures. **CPI.7.B**
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The student applies leadership characteristics to student leadership and professional development activities. The student is expected to: **CPI.8**

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- A.** employ communication skills; **CPI.8.A**
  - B.** employ teamwork and conflict-management skills; **CPI.8.B**
  - C.** conduct and participate in meetings; and **CPI.8.C**
  - D.** employ mentoring skills. **CPI.8.D**
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The student applies ethical decision making and understands and complies with laws regarding use of technology in commercial photography. The

- A.** demonstrate an understanding of ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas; **CPI.9.A**
- B.** discuss and apply copyright laws in relation to fair use and duplication of images; **CPI.9.B**
- C.** model respect for intellectual property when manipulating, morphing, and editing digital images; **CPI.9.C**

student is expected to: **CPI.9**

**D. analyze the impact of photography on society; and** **CPI.9.D**

**E. understand Creative Commons laws, including all licensing.** **CPI.9.E**

The student develops career-building characteristics. The student is expected to: **CPI.10**

**A. create a portfolio to document information such as work experiences, licenses, certifications, and work samples; and** **CPI.10.A**

**B. examine employment opportunities in entrepreneurship.** **CPI.10.B**

The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks. **CPI.11**

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The student develops a basic understanding of commercial photography. The student is expected to: **CPI.12**

**A. research career opportunities and qualifications in photography;** **CPI.12.A**

**B. research the history and evolution of photography;** **CPI.12.B**

**C. analyze principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market;** **CPI.12.C**

**D. analyze and apply the elements and principles of art to photographs;** **CPI.12.D**

**E. demonstrate knowledge of different types of cameras and lenses and their applications to photography;** **CPI.12.E**

**F. demonstrate knowledge of photographic composition and layout;** **CPI.12.F**

**G. demonstrate knowledge of different types of photographic media;** **CPI.12.G**

**H. demonstrate knowledge of the basics of digital photography;** **CPI.12.H**

**I. demonstrate knowledge of photographic lighting techniques, including three-point lighting;** **CPI.12.I**

**J. identify characteristics and uses of various types of photographic paper;** **CPI.12.J**

**K. demonstrate an understanding of standard conventions for mounting, matting, or framing;** **CPI.12.K**

**L. produce a variety of photographs using appropriate, current, industry-standard production processes;** **CPI.12.L**

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**M. evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills; CPI.12.M**

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**N. understand resolution and digital file format; CPI.12.N**

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**O. identify and use the principles of design to discuss, analyze, critique, and write about visual aspects in photographic work, including the student's own work; and CPI.12.O**

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**P. demonstrate knowledge of the principles of design in photographic work with a focus on composition, color, design, shape, shadow, negative space, and background. CPI.12.P**