Commercial Photography I
Level 2: Student may have explored previously; first pathway specific course
Pathway(s): Design & Multimedia Arts

Description
This photography course focuses on studio-based photography. Students will learn basic DSLR camera operations, framing and the art of styling and lighting for professional photo shoots. Projects will include various print advertisements and studio work. Students will learn about careers in related to commercial photography and the postsecondary programs and requirements within Colorado. Some examples of jobs in this area are photographer, graphic designer and stylist. Students will complete a number of projects and design pieces to be added to personal portfolios.

Student Learning Outcomes

Careers & Postsecondary
1) Identify career opportunities that exist for those with commercial photography experience
   a. Recognize the work typically performed, tools and technology used, and nature of work environments
   b. Identify potential certifications within the careers
   c. Find membership organizations associated with the careers
   d. Understand the necessary education associated within the career opportunities

Visual & Compositional Training
1) Describe the elements of design and composition as they relate to photography
2) Distinguish compositional schemes in photography (e.g., rule of thirds, geometric, balance, picture planes, etc.)
3) Explain how density, contrast and color affect a photograph
4) Compare and contrast lighting techniques
   a. Qualities of light
   b. High key vs. low key
   c. Back-lighting

Conceptual Training
5) Reference historic and contemporary processes and artists
6) Classify different types of photographic practice
   a. Fine art
   b. Commercial
   c. Scientific
   d. Journalistic
   e. Etc.
7) Describe narrative photography
8) Define conceptual and theoretical photography
9) Develop foundational visual literacy
10) Identify various genres of photography
   a. Still life
   b. Portrait
   c. Landscape

Digital Camera Training: DSLR or mirror-less with manual capabilities

11) Use menus to appropriately navigate through camera features
12) Properly load and format media cards
13) Identify the preliminary settings of the camera
   a. Diopter
   b. Quality (RAW, JPEG)
   c. Color spaces
   d. White balance
14) Operate camera under various focus settings
   a. Focus zones
   b. Focus modes
   c. Sharpness
   d. Auto focus settings
   e. Manual focus
15) Demonstrate playback features
   a. Navigation
   b. Histograms
   c. Zoom
   d. Delete
16) Compose photographs with various exposure control settings
   a. Exposure modes (M, Av, Tv)
   b. ISO
   c. Apertures
   d. Shutters
   e. Exposure compensation
17) Demonstrate metering and exposing options
18) Employ bracketing or equivalent exposure
19) Apply creative shutter speeds
   a. Blurring
   b. Freezing
   c. Panning
20) Use creative apertures to show depth of field

Photography equipment training

21) Properly setup, use and store photography equipment
   a. Tripods
   b. Lenses
      i. Zoom
      ii. Prime
      iii. Normal
iv. Telephoto
v. Wide-angle
c. Light modifiers
   i. Reflectors (5-in-1s)
   ii. Flash units
d. Extension tubes, filters (UV, neutral density, polarizers)

Digital printing basics

Portfolios
22) Edit and sequence images
23) Develop an artist statements
24) Print-on demand books or digital prints

Post Image Management
25) Import/Export photographs through an editing software
26) Locate metadata
27) Use a digital workflow ranking and sorting techniques
28) Develop Edited Images
   a. Histograms, RGB, white balance, Kelvin color temperature/tint
   b. Global adjustments (basic and/or curves)
   c. Local adjustments
      i. Brush tools
      ii. Healing
d. BW and toning
   i. Sepia
   ii. Split
   iii. Cool
   iv. Warm
e. Cropping, Vignette, Lens Corrections
f. Sharpening and Noise Reduction
29) Reformat an Images size and resolution
30) Make adjustments using layers, gradient, dodge/burn, clone/heal
31) Apply Special Effects
32) Isolate part of an image using selections