

# Media Tech- Commercial Photography (2016)

## History, Evolution, and Current Trends of Technology 1.0

### 1.1 The Role and Development of Photography in Past Present Cultures and Current Trends 1.1

- 1.1.1 Write a critique of a well-known photograph or photographer. 1.1.1
  - 1.1.2 Describe the significance of influential historical photographers. 1.1.2
  - 1.1.3 Research significant developments, advancements and current trends in the evolution of photography. 1.1.3
  - 1.1.4 Identify key people and major developments involved in the advancement of digital imaging technology. 1.1.4
  - 1.1.5 Compare characteristics of photography, within a particular historical period, including the following: style, ideas, issues, or themes in the humanities or sciences 1.1.5
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## Legal and Ethical Issues Related to Photography 2.0

### 2.1 Legal and Ethical Photographic Practices 2.1

- 2.1.1 Describe a photographer's legal rights and responsibilities. 2.1.1
  - 2.1.2 Explain and practice the proper use of release forms. 2.1.2
  - 2.1.3 Explain libel, privacy, and copyright laws as they apply to photography. 2.1.3
  - 2.1.4 Describe ethics related to issues of privacy. 2.1.4
  - 2.1.5 Practice ethical and legal use of social media and online platforms. 2.1.5
  - 2.1.6 Debate the concept of censorship. 2.1.6
  - 2.1.7 Describe ethical issues related to image manipulation. 2.1.7
  - 2.1.8 Debate the 'fair-use' law. 2.1.8
  - 2.1.9 Understand the management of metadata. 2.1.9
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## Elements and Principles of Design Composition and Content 3.0

### 3.1 Elements of Design 3.1

- 3.1.1 Identify the applications of color, line, shape, texture, form, space, and value in photographs. 3.1.1
- 3.1.2 Analyze the use of color, line, shape, texture, form, space, and value in photographs. 3.1.2
- 3.1.3 Incorporate color, line, shape, texture, form, space, and value in photographs. 3.1.3

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### **3.2 Principles of Design** 3.2

- 3.2.1 Identify the principals of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.) 3.2.1
- 3.2.2 Analyze the principals of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.) 3.2.2
- 3.2.3 Incorporate principles of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.) 3.2.3

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### **3.3 Guidelines for Composition and Narrative** 3.3

- 3.3.1 Identify and apply guidelines for composition (e.g. simplicity, rule of thirds, point of view, focal point, proportion/scale, framing, etc.) 3.3.1
- 3.3.2 Use critical thinking skills to describe, interpret, analyze, and make judgments about composition 3.3.2

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### **3.4 Communicate a Narrative** 3.4

- 3.4.1 Communicate a specific idea or narrative through a photographic imagery 3.4.1

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## **Cameras and Lenses** 4.0

### **4.1 Cameras** 4.1

- 4.1.1 Explain various kinds of cameras (e.g., pinhole, view camera, point-and-shoot, single-lens reflex, etc.) 4.1.1
- 4.1.2 Compare and contrast the advantages and disadvantages of various camera types. 4.1.2
- 4.1.3 Describe camera controls, lenses, accessories, and their function. 4.1.3
- 4.1.4 Demonstrate the proper handling of a digital camera. 4.1.4
- 4.1.5 Navigate menus of digital cameras 4.1.5

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### **4.2 Lenses** 4.2

- 4.2.1 Define focal length and its effect on image composition. 4.2.1
  - 4.2.2 Compare and contrast the relationship between focal length and shutter speed for handheld versus monopod/tripod based photography. 4.2.2
  - 4.2.3 Explain the disadvantage of using a digital zoom feature. 4.2.3
  - 4.2.4 Demonstrate correct lens care. 4.2.4
  - 4.2.5 Explain the need to consider the conversion factor when using a standard lens on a digital body. 4.2.5
  - 4.2.6 Demonstrate the uses of various types of lenses for different shooting situations. 4.2.6
  - 4.2.7 Describe lens filters and their uses. 4.2.7
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## Exposure Settings to Achieve Desired Effects 5.0

### 5.1 Proper Exposure Settings 5.1

- 5.1.1 Describe and utilize the basic elements of exposure (e.g., ISO, aperture, and shutter speed). 5.1.1
  - 5.1.2 Accurately read, apply, and explain a histogram. 5.1.2
  - 5.1.3 Demonstrate how to bracket exposures. 5.1.3
  - 5.1.4 Calculate exposure equivalents. 5.1.4
  - 5.1.5 Utilize appropriate shutter speed to create panned, blurred, and stop action photos. 5.1.5
  - 5.1.6 Apply the appropriate aperture setting for deep or shallow depth of field. 5.1.6
  - 5.1.7 List the factors that affect depth of field. 5.1.7
  - 5.1.8 Explain how the environment can mislead the camera meter. 5.1.8
  - 5.1.9 Experiment with aperture and shutter speed as creative controls to capture an image in a variety of ways. 5.1.9
  - 5.1.10 Identify and apply various metering modes. 5.1.10
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## Light Sources 6.0

### 6.1 Properties of Color and Quality of Light 6.1

- 6.1.1 Describe the difference between the additive and subtractive color systems. 6.1.1
  - 6.1.2 Explain the importance of the color temperature of light to the appearance of colors in an image. 6.1.2
  - 6.1.3 Explore various color spaces. 6.1.3
  - 6.1.4 Set white balance to match light source. 6.1.4
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### 6.2 Ambient Lighting Techniques 6.2

- 6.2.1 Create photographs using direct, indirect, reflective, and diffused ambient light. 6.2.1
  - 6.2.2 Manipulate and control existing light with light modifiers. 6.2.2
  - 6.2.3 Demonstrate knowledge of how environmental conditions affect the quality of light and its effects on the subject. 6.2.3
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### 6.3 Utilize Artificial Light 6.3

- 6.3.1 Explore traditional studio portrait lighting set-ups (e.g., split, loop, Rembrandt, butterfly/Paramount, short, board). 6.3.1
- 6.3.2 Adjust lights to achieve specific lighting ratios. 6.3.2
- 6.3.3 Demonstrate proper use of a handheld light meter. 6.3.3
- 6.3.4 Utilize light modifiers to adjust the quality of light. 6.3.4
- 6.3.5 Explain and utilize correct sync speed. 6.3.5
- 6.3.6 Demonstrate the proper use of on or off-camera flash. 6.3.6

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## **6.4 Safe Use of Photographic Materials and Equipment** 6.4

- 6.4.1 Recognize and implement safety protocols. 6.4.1
  - 6.4.2 Demonstrate proper use of electrical cords and equipment. 6.4.2
  - 6.4.3 Discuss safety measures needed during a photo shoot. 6.4.3
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## **Digital Workflow Process** 7.0

### **7.1 Digital Asset Input and Management** 7.1

- 7.1.1 Compare and contrast various file formats. 7.1.1
  - 7.1.2 Determine correct file format and resolution for intended output. 7.1.2
  - 7.1.3 Utilize file management and naming conventions to organize images. 7.1.3
  - 7.1.4 Compare and contrast various media storage types (e.g., memory cards, flash drives, external hard drives, cloud, etc.) 7.1.4
  - 7.1.5 Explore various input equipment such as scanners, mobile devices, etc. 7.1.5
  - 7.1.6 Describe file search procedures to locate files. 7.1.6
  - 7.1.7 Apply key wording conventions to images during import. 7.1.7
  - 7.1.8 Explain the benefits of batch processing. 7.1.8
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### **7.2 Editing Techniques** 7.2

- 7.2.1 Demonstrate understanding of global and local image enhancements using digital imaging software. 7.2.1
  - 7.2.2 Demonstrate nondestructive editing techniques using digital imaging software. 7.2.2
  - 7.2.3 Demonstrate digital manipulation (e.g., layers, layer mask, etc.) 7.2.3
  - 7.2.4 Demonstrate image sizing, cropping, orientation, and resolution adjustment. 7.2.4
  - 7.2.5 Apply image adjustments (e.g., levels, curves, contrast). 7.2.5
  - 7.2.6 Explore restoration and retouching techniques. 7.2.6
  - 7.2.7 Explore the importance of monitor and printer color management. 7.2.7
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### **7.3 Effective Output Techniques** 7.3

- 7.3.1 Save edited or modified digital images onto selected storage devices. 7.3.1
  - 7.3.2 Determine appropriate resolution for intended output. 7.3.2
  - 7.3.3 Describe and utilize appropriate secure backup procedures. 7.3.3
  - 7.3.4 Utilize appropriate printer profiles (e.g., paper type, size, quality, color management). 7.3.4
  - 7.3.5 Evaluate print quality and basic troubleshooting. 7.3.5
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**Presentation Techniques  
and Portfolio  
Development** 8.0

**8.1 Demonstrate Knowledge in Displaying Printed Images** 8.1

- 8.1.1 Critique work with constructive criticism. 8.1.1
  - 8.1.2 Select work and present appropriately for display or exhibition. 8.1.2
  - 8.1.3 Identify and demonstrate photographic presentation techniques. 8.1.3
  - 8.1.4 Explore archival preservation of printed images. 8.1.4
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**8.2 Create a Physical and Digital Portfolio** 8.2

- 8.2.1 Select quality work and justify choice of specific images. 8.2.1
- 8.2.2 Create a professional digital and print portfolio for job or college placement. 8.2.2
- 8.2.3 Organize, maintain, and update portfolio for specific presentation. 8.2.3
- 8.2.4 Demonstrate proper use of materials and equipment necessary to create a presentation. 8.2.4