

Commercial Photography II (2017)

Adopted 2017

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

- A.** participate in training, education, or certification for employment; **CPII.1.A**
- B.** demonstrate positive work behaviors and personal qualities needed to be employable; and **CPII.1.B**
- C.** demonstrate skills related to seeking, applying for, and obtaining a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills. **CPII.1.C**

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

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

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

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

The student understands and examines problem-solving methods. The

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

student is expected

to: [CPII.4](#)

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. [CPII.5](#)

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The student applies knowledge of commercial photography systems. The student is expected to analyze and summarize the history and evolution of the commercial photography field. [CPII.6](#)

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The student applies safety regulations. The student is expected to: [CPII.7](#)

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

- A. employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders with organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities; [CPII.8.A](#)
- B. employ teamwork and conflict-management skills to achieve collective goals; [CPII.8.B](#)
- C. establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions; [CPII.8.C](#)
- D. prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas; [CPII.8.D](#)

E. conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed; and [CPII.8.E](#)

F. employ mentoring skills to inspire and teach others. [CPII.8.F](#)

The student applies ethical decision making and complies with laws regarding use of technology in commercial photography. The student is expected to: [CPII.9](#)

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; [CPII.9.A](#)

B. discuss and apply copyright laws in relation to fair use and duplication of images; [CPII.9.B](#)

C. model respect for intellectual property when manipulating, morphing, and editing digital images; and [CPII.9.C](#)

D. demonstrate proper etiquette and knowledge of acceptable use policies, including Creative Common laws and licensing. [CPII.9.D](#)

The student develops career-building characteristics. The student is expected to: [CPII.10](#)

A. maintain and update a portfolio with information such as work experiences, licenses, certifications, and work samples; and [CPII.10.A](#)

B. demonstrate skills in evaluating and comparing employment opportunities. [CPII.10.B](#)

The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks such as creating quotes and budgeting. [CPII.11](#)

11. The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks such as creating quotes and budgeting. [CPII.11](#)

The student develops an increased understanding of commercial photography. The student is expected to: [CPII.12](#)

A. identify photographs for commercial photography; [CPII.12.A](#)

B. recognize the elements and principles of art as they apply to a variety of commercial photography projects; [CPII.12.B](#)

C. use principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market; [CPII.12.C](#)

D. identify appropriate cameras and lenses; [CPII.12.D](#)

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- E. recognize appropriate photographic composition and layout principles;** [CPII.12.E](#)
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- F. identify the use of appropriate digital black and white and color photography;** [CPII.12.F](#)
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- G. understand the use of effective photographic lighting techniques, including three-point, studio, portraiture, and product;** [CPII.12.G](#)
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- H. recognize the elements of professional quality photographs;** [CPII.12.H](#)
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- I. identify the most appropriate types of photographic paper for projects;** [CPII.12.I](#)
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- J. recognize appropriate solutions for mounting, matting, or framing photographs;** [CPII.12.J](#)
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- K. understand appropriate, current, and industry-standard production processes to produce photographs;** [CPII.12.K](#)
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- L. evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills;** [CPII.12.L](#)
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- M. identify appropriate resolution and digital file formats;** [CPII.12.M](#)
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- N. identify and use the principles of design to discuss, analyze, critique, and write about visual aspects of photographic work, including the student's own work; and** [CPII.12.N](#)
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- O. demonstrate knowledge of the principles of design in photographic work with a focus on composition, color, design, shape, shadow, negative space, and background.** [CPII.12.O](#)