Commercial Photography I

8607 36 weeks / 140 hours

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Course Description

Suggested Grade Level: 10 or 11

The ability to apply principles of visual literacy to produce visual content gives students an advantage in today’s global, multimedia society. Students will be taught industry-relevant technical skills and have the opportunity to work with a variety of technology, including digital cameras, design software, and editing tools to stage, shoot, process, print, and present professional-grade commercial images.

Task Essentials List
Template material omitted:

- Tasks/competencies designated by plus icons (⊕) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (◯) are optional
- Tasks/competencies designated by minus icons (⊖) are omitted
- Tasks marked with an asterisk (*) are sensitive.

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**Examining Photographic Genres in Commercial Photography**

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Legend: 🟢Essential 〇Non-essential ☹Omitted

Curriculum Framework

Using Digital Tools, Equipment, and Materials

Task Number 39

Identify light meters.

Definition

Identification should include

- in-camera
- ambient meters (e.g., hand-held, spot)
- flash meters.

Process/Skill Questions

- What are the uses of each light meter?
- When should a specific meter be used?
- What are the differences between incident and reflective-light meters?

Task Number 40

Identify lenses.
Definition

Identification should include

- wide-angle
- telephoto
- macro
- zoom
- specialty
- prime
- focal-length.

Process/Skill Questions

- What are the uses of each lens?
- When should a specific lens be used?
- Why might one need a special lens?
- How will the final image be affected by a specific type of lens?
- How should one properly care for lenses?
- What does focal length refer to?

Task Number 41

Identify basic photographic accessories.

Definition

Identification should include

- tripod
- camera bag
- camera and lens-cleaning equipment
- lens hood
- remote shutter release
- lens filter
- memory card.

Process/Skill Questions

- Why are photographic accessories needed?
- When should a specific accessory be used?
- How should accessories be maintained?
- What are some of the benefits of using filters?
Task Number 42

Identify studio equipment.

Definition

Identification should include:

- hot lights
- strobes
- tripods
- backdrops (e.g., paper, muslin)
- reflectors (e.g., cards, discs)
- diffusers (e.g., soft boxes, umbrellas)
- posing tables and chairs
- special lighting modifiers (e.g., snoots, barn doors, go-between objects [GOBO], and scrim)
- studio light filters/gels
- light meters
- light-emitting diode (LED) lights.

Process/Skill Questions

- What are the characteristics of each piece of studio equipment?
- What are the specific uses of each piece of studio equipment?
- How might each type of lighting affect the final result?
- What purpose do filters/gels have in the final image?

Task Number 43

Identify sensors.

Definition

Identification should include:

- crop sensor
- full-frame sensor
- varying resolution sensors.
Process/Skill Questions

- How does sensor size affect lens choice and function?
- How does sensor resolution affect the use of final image?
- What are the benefits of using full-frame vs. crop sensors?

Using Camera Capture Modes

Task Number 44

Identify the automatic camera capture mode.

Definition

Identification should include knowing an automatic camera captures images automatically, as well as

- defining the automatic capture camera mode
- understanding functionality
- knowing its purpose
- understanding its use.

Process/Skill Questions

- What affects do aperture and shutter priority have on the image?
- What is the advantage of shooting in manual mode?
- What are the advantages and limitations of using each mode?

Task Number 45

Identify the program mode.

Definition

Identification should include knowing a programmable camera captures an image based on subject matter, as well as

- defining the programmable camera mode
- understanding functionality
- knowing its purpose
- understanding its use.
Process/Skill Questions

- What is the advantage of a programmable camera?
- What is the disadvantage of a programmable camera?
- What capturing situations would require the use of a programmable capture mode?

Task Number 46

Identify the aperture priority mode.

Definition

Identification should include knowing the aperture is set manually, as well as

- defining the aperture mode
- understanding functionality
- knowing its purpose
- understanding its use.

Process/Skill Questions

- How is the aperture priority used?
- What situations would require the use of aperture priority?

Task Number 47

Identify the shutter priority mode.

Definition

Identification should include knowing the shutter speed is set manually, as well as

- defining the shutter priority mode
- understanding functionality
- knowing its purpose
- understanding its use.

Process/Skill Questions

- What are the advantages and limitations of using shutter priority?
• How is the shutter priority used?
• What situations would require the use of using shutter priority?

Task Number 48
Identify the manual mode.

Definition
Identification should include knowing the photographer is in full control of aperture and shutter speed, as well as

• defining the manual mode
• understanding functionality
• knowing its purpose
• understanding its use.

Process/Skill Questions

• What are the advantages and limitations of using the manual mode?
• How is the manual mode used?
• What situations would require the use of the manual mode?

Task Number 49
Focus a shot manually.

Definition
Focusing should include

• setting the camera to manual focus
• choosing a focal point to maintain interest
• maintaining sharpness at selected focal point(s).

Process/Skill Questions

• How does selective focus relate to composition?
• What are the benefits of using manual focus?
• What is sharp focus?
Task Number 50

Identify autofocus modes.

Definition

Identification should include when and how to use the modes and

- single point
- continuous
- automatic

Process/Skill Questions

- Why are the reasons to change from one mode to another?
- What are the different modes?
- What is the advantage of shooting in servo mode?

Task Number 51

Identify memory cards.

Definition

Identification should include

- secure digital (SD)
- compact flash
- micro SD
- QuarkXPress Document (QXD)

along with the care, size, and speed for each card.

Process/Skill Questions

- What are the size and speeds to use?
- How should memory cards be maintained?
- What is the appropriate use for each card?
Task Number 52

Adjust aperture and shutter speed manually for exposure.

Definition

Adjustment should include

- using the camera’s built-in light meter to calculate exposure
- maintaining exposure (i.e., retaining detail in shadows and highlights)
- checking the histogram
- using exposure compensation.

Process/Skill Questions

- What is proper exposure?
- Why is it important to maintain proper exposure?
- What are the consequences of overexposure/underexposure?
- What causes a camera to produce an improper exposure?
- How are exposures affected by improper modes?

Task Number 53

Shoot a photo.

Definition

Shot should include

- adjusting shutter speed
- capturing stop action, motion blur, panning.

Process/Skill Questions

- How does shutter speed relate to camera shake?
- What is the slowest shutter speed one can use to avoid camera shake, as determined by focal length?
- How might one use lens zoom or camera movement to create blur?
Task Number 54

Shoot a photo, controlling for depth-of-field.

Definition

Shot should adhere to principles of composition and be made by adjusting for

- aperture size
- focal length
- subject-to-camera distance and the relationship between F-stop values and aperture size.

Process/Skill Questions

- How does aperture size relate to F-stop values?
- What is *depth-of-field*?
- How does focal length affect depth-of-field?
- How does subject and background distance affect depth-of-field?

Using Compositional and Design Principles

Task Number 55

Identify the use of visual language.

Definition

Identification should include

- the rule of thirds
- linear perspective
- elements, principles of design, and composition
- creative devices (e.g., juxtaposition, decisive moment, silhouette, and framing).

Process/Skill Questions

- How does an image reflect the rule of thirds?
- How can a photographer use camera angle and lenses to create unusual compositions?
- How can creative devices make an image more interesting?
- Why is it important to use visual language when critiquing an image?
Task Number 56

Identify concepts of visual literacy.

Definition

Identification should include

- color representation
- expression
- color theory
- symbols
- body language
- gestures.

Process/Skill Questions

- Why is understanding visual literacy important to commercial photography?
- What are some wrong ways to use visual literacy?

Task Number 57

Shoot a head-and-shoulders portrait.

Definition

Shot should include

- planning
- setting/background
- selecting lenses
- framing portrait
- adhering to principles of composition
- selecting appropriate lighting.

Process/Skill Questions

- What factors contribute to choosing the best pose (best image) for the individual?
- How can lighting help to create the best image of the individual?
- What are background and lighting considerations when shooting a portrait?
- What are the advantages of shooting with natural light?
- How can camera angle and subject position affect the portrait?
• How does one interact with the subject?

Examining Photographic Genres in Commercial Photography

Task Number 58

Explore the purpose of commercial photography as an industry.

Definition

Exploration could include

• education
• marketing
• popular culture
• technology
• mass media.

Process/Skill Questions

• What key functions/roles does commercial photography serve in society?
• How has the role of commercial photography changed in the last 150 years?
• What does it mean that commercial photography is a democratized medium?
• How has the commercial photography industry evolved over the past 20 years?

Task Number 59

Identify types of commercial photography.

Definition

Identification could include

• lifestyle
• portrait
• still life
• architecture
• nature
• alternative processes
• event
• editorial
• retail.

Process/Skill Questions

• How does one capture images for different commercial purposes?
• How are commercial photography skills developed?
• What does it mean to specialize in a particular genre?

Task Number 60

Identify lifestyle photography opportunities in commercial photography.

Definition

Identification could include

• output goal
• actions
• spaces
• items
• individuals.

Process/Skill Questions

• What is the function of commercial lifestyle photography?
• What types of subjects can be captured in lifestyle photography?
• What differentiates commercial lifestyle photography from other types of photography?

Task Number 61

Identify portrait photography opportunities in commercial photography.

Definition
Identification could include

- group
- individual
- candid
- posed
- stock
- animal.

Process/Skill Questions

- What considerations should be made in capturing commercial portraits?
- How is a commercial photography portrait subject directed?
- How should light be used in commercial photography portraits?

Task Number 62

Shoot a group portrait that can be used for commercial purposes.

Definition

Shot should include

- planning
- arranging group composition
- selecting lenses
- choosing or adjusting for setting and/or background
- framing the portrait
- selecting lighting
- adhering to principles of composition.

Process/Skill Questions

- How does lighting affect the portrait?
- How does the choice of lighting help to create the best image for the commercial photograph?
- What arrangement creates the best composition for a commercial photograph?
- How is the appropriate lighting for multiple subjects achieved?
- How does group size affect equipment choice?
- How does one interact with a group when arranging the shoot?
Task Number 63

Shoot portrait of a single person for commercial purposes.

Definition

Shot should include

- planning
- arranging group composition
- selecting lenses
- choosing or adjusting for setting and/or background
- framing the portrait
- selecting lighting
- adhering to principles of composition.

Process/Skill Questions

- How does the lighting affect the portrait?
- How does the choice of lighting help to create the best image for a commercial photograph?
- How should a commercial photographer interact with a subject when photographing?
- What choices about depth-of-field should be considered?

Task Number 64

Identify types of still-life photography used for commercial purposes.

Definition

Identification could include

- created
- found.

Process/Skill Questions
- What considerations should be made when capturing still-life photography for commercial purposes?
- How should lighting be controlled in still-life photography?

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**Task Number 65**

**Shoot a still-life image for commercial purposes.**

**Definition**

Shot should include

- planning (i.e., selecting objects/subject matter)
- choosing or adjusting for setting and/or background
- selecting lenses
- framing subject
- selecting lighting
- adhering to principles of composition.

**Process/Skill Questions**

- How can lighting affect the tabletop/still-life image?
- What arrangement creates the best image composition for a commercial photograph?
- How can lighting enhance creativity, drama, and emotional affect in a commercial photograph?
- What is the relationship between subject concept?

---

**Task Number 66**

**Identify architectural photography opportunities for commercial purposes.**

**Definition**

Identification could include

- aerial
- residential
- interior
• exterior
• detail.

Process/Skill Questions

• What considerations should be made when capturing architectural images?
• What subjects or elements can be included in commercial architectural photographs?
• How is architectural photography used in real estate?
• How is aerial photography used?

Task Number 67

Shoot an architectural image for commercial purposes.

Definition

Shot should include

• planning (e.g., time of day)
• setting camera angle, based on distance from the subject
• selecting lenses
• selecting lighting
• adhering to principles of composition.

Process/Skill Questions

• How can perspective affect distortion?
• How can lens choice affect distortion?
• What is converging verticals?
• How and why should one control white balance for interior shots?
• What are the commercial purposes for architectural photography?

Task Number 68

Identify nature photography opportunities for commercial purposes.

Definition
Identification could include

- wildlife
- landscape
- astrophotography
- cloudscape
- botanical
- waterscapes.

Process/Skill Questions

- What commercial opportunities exist for nature photography?
- What considerations need to be made when capturing nature photographs?

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**Task Number 69**

**Shoot a nature image for commercial purposes.**

**Definition**

Shot should include

- planning (e.g., time of day)
- setting camera angle, based on distance from the subject
- selecting lenses
- selecting lighting
- adhering to principles of composition.

**Process/Skill Questions**

- How can perspective affect distortion?
- How can lens choice affect distortion?
- What is converging verticals?
- How and why should one control white balance for interior shots?
- What are the commercial purposes for nature photography?

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**Task Number 70**
**Identify event photography opportunities for commercial purposes.**

**Definition**

Identification could include indoor and outdoor events such as

- school events
- concerts
- sporting events
- weddings
- festivals
- rallies.

**Process/Skill Questions**

- What kind of events could employ a commercial photographer?
- What subjects are important to capture in an event situation?
- What considerations need to be made when capturing event photography?

**Processing Digital Images**

**Task Number 71**

**Identify photographic workflow processes.**

**Definition**

Identification could include

- uploading images
- processing
- renaming or adding a file name based on logic (e.g., category, project, and date)
- organizing
- managing or maintaining files (i.e., saving, ordering, deleting) based on quality of images or usefulness
- establishing sequence numbers.

**Process/Skill Questions**

- Why are file names important on contact sheets?
- Why should files be renamed?
- What is the process of organizing and selecting quality images?
What are techniques for efficiently managing files?
What is the correct way to import or upload images?
What is the difference between import and upload, download and export?
What are logical file names?

Task Number 72

Select images.

Definition
Selecting images should include consideration of

- exposure
- focus
- composition
- intent/concept.

Process/Skill Questions

- Why is it important to select images before processing?
- Why is it important to evaluate one’s work?
- Why is it important to deliver one’s best work to the client?

Task Number 73

Crop an image.

Definition
Cropping should include achieving output goals by

- straightening the image
- enhancing composition
- correcting tilt.

Process/Skill Questions

- How can cropping enhance the composition?
- What are the standard dimensions for output?
• How can crop affect visual flow?
• How can unintended camera tilt be corrected?

Task Number 74

Make global adjustments to an image.

Definition

Making adjustments should include

• setting highlight and shadow point
• removing unintentional color cast
• changing photos to gray scale and alter tone
• setting contrast values
• sharpening images.

Process/Skill Questions

• What is a global adjustment?
• What is the difference between photos with good and poor contrast?
• How is the saturation of a photograph adjusted?
• How does a photograph in color vs. black and white affect visual impact?
• Why is sharpening important?

Task Number 75

Make local adjustments (e.g., retouching) to an image.

Definition

Making adjustments should include

• dodging and burning
• making selections
• using clean-up tools (e.g., clone stamp, patch, spot healing brush).

Process/Skill Questions

• What is a local adjustment?
• How can local adjustments add impact to the image?
• When is it useful to make a selection within an image?
• How do dodging and burning affect an image?

Task Number 76

Describe image resolution and its relationship to output.

Definition

Description should include

• resampling
• the differences between web and print
• image quality considerations.

Process/Skill Questions

• How does resolution affect image quality?
• What is the appropriate resolution for web vs. print media?
• How can resampling degrade image quality?

Task Number 77

Add text to an image.

Definition

Addition should include

• using text tool
• inserting a text layer
• adjusting text, font, size, style, shadow, and effects.

Process/Skill Questions

• How can text enhance a composition?
• How can text detract from a composition?
• What factors can influence font selection?
• How does text placement relate to composition?
Task Number 78

Save files in appropriate file formats.

Definition

Saving should include

- graphics interchange format (.GIF)
- joint photographic experts group (.JPG)
- portable document format (.PDF)
- portable network graphics (.PNG)
- Photoshop document (.PSD)
- tagged image file format (.TIFF).

Process/Skill Questions

- Which file format is universal?
- Which formats are appropriate for specific outputs?
- How might compression affect image quality?
- What is a native file?
- What is the proper naming of files? Why is it necessary?

Printing and Presenting (Reproducing) Images

Task Number 79

Identify output media.

Definition

Identification should include

- storage devices
- printers.

Process/Skill Questions

- How are output problems and inconsistencies resolved?
• How does the resolution of the printer affect the image?
• What is the appropriate output for a low-resolution vs. a high-resolution image?
• How does resolution relate to print size?

Task Number 80

Identify characteristics of types of photo paper.

Definition

Identification should include

• sheen or finish
• roll or sheet
• size, thickness, and/or stock of each type
• material.

Process/Skill Questions

• How does paper finish affect the appearance of the final print (e.g., color)?
• What factors would influence a photographer's choice of paper?
• How do printer profiles affect the final output?
• How does the intended use of image affect the choice of paper size?

Task Number 81

Print a digital photograph.

Definition

Printing should include

• resizing the image for output
• selecting color profile
• selecting paper
• controlling proportions.

Process/Skill Questions

• How is the maximum print size of an image determined?
• What are standard picture frame sizes?
• How does proportion relate to print size?
• How can multiple images fit onto one sheet of paper?

Task Number 82

Describe options for displaying/delivering images.

Definition

Description should include

• websites (e.g., online galleries, blogs, social media sites)
• exhibits
• publications
• clothing
• advertising.

Process/Skill Questions

• How does audience affect image/message?
• How does location affect choice of display/media?
• What are ways to protect (i.e., copyright) work/images?
• What are some ways to provide clients with their images?

Task Number 83

Display an image for presentation.

Definition

Display could include

• matting
• mounting
• framing
• watermarking
• resizing.

Process/Skill Questions
• How can copyright infractions be avoided?
• What are the various methods for displaying an image?
• How are display decisions made?
• When might a watermark be used?

Evaluating Photographic Work

Task Number 84

Research the history of photography.

Definition

Research should include

• past and present uses, methods, styles, and directions in photography
• different schools of thought in photography
• specific method, style, photographer, or movement.

Process/Skill Questions

• What technical advancements have impacted the photography industry?
• What are the key milestones in the history of photography?
• Who are the most influential photographers?
• How did photography become a democratized medium?

Task Number 85

Explore alternative processes.

Definition

Exploration should include

• Polaroid transfers
• sandwich negative
• cross processing
• solarization
• cyanotype
• hand-coloring
• pinhole
Process/Skill Questions

- What can be learned about light-created images through using pinhole photography?
- What effect does each process have on the final image?
- How have alternative processes been integrated into digital photography?
- How can software tools (i.e., effects, filters) imitate alternative processes?
- What is necessary to know when exposing sheet film?
- What is the difference between handling sheet film and roll film?
- What do the notches indicate about the film?
- What is the most important use of the medium-format negative?
- What are the advantages or disadvantages of the medium-format negative?

Task Number 86

Analyze the technical qualities of a photographic image.

Definition

Analysis should include assessing the use of

- exposure
- focus
- resolution
- white balance
- contrast.

Process/Skill Questions

- What can cause a pixilated image?
- How can contrast enhance visual impact?
- Why is proper in-camera exposure crucial?
- What are potential problems with digital photography?

Task Number 87
Critique a photographic work in terms of technique, content, and aesthetics.

**Definition**

Critique should include

- analyzing the image for its technical qualities
- analyzing an image for content and aesthetics, using the elements and principles of design
- offering commendations and recommendations
- identifying overall strengths and weaknesses.

**Process/Skill Questions**

- What can one do to make a photo compelling?
- What is the appropriate way to deliver and respond to constructive criticism?
- What criteria should be used to determine if the image demonstrates technical proficiency?
- How might the image reflect a theme or concept?

**SOL Correlation by Task**

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<th>Task</th>
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<td>Identify the program mode.</td>
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<td>Identify the aperture priority mode.</td>
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<td>Identify the shutter priority mode.</td>
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<td>Identify the manual mode.</td>
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<td>Focus a shot manually.</td>
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<td>Identify autofocus modes.</td>
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<td>51</td>
<td>Identify memory cards.</td>
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<td>52</td>
<td>Adjust aperture and shutter speed manually for exposure.</td>
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<td>53</td>
<td>Shoot a photo.</td>
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English: 11.5, 12.5
<p>| 54 | Shoot a photo, controlling for depth-of-field. |
| 55 | Identify the use of visual language. | English: 11.5, 12.5 |
| 56 | Identify concepts of visual literacy. |
| 57 | Shoot a head-and-shoulders portrait. |
| 58 | Explore the purpose of commercial photography as an industry. |
| 59 | Identify types of commercial photography. |
| 60 | Identify lifestyle photography opportunities in commercial photography. |
| 61 | Identify portrait photography opportunities in commercial photography. |
| 62 | Shoot a group portrait that can be used for commercial purposes. |
| 63 | Shoot portrait of a single person for commercial purposes. |
| 64 | Identify types of still-life photography used for commercial purposes. |
| 65 | Shoot a still-life image for commercial purposes. |
| 66 | Identify architectural photography opportunities for commercial purposes. |
| 67 | Shoot an architectural image for commercial purposes. |
| 68 | Identify nature photography opportunities for commercial purposes. |
| 69 | Shoot a nature image for commercial purposes. |
| 70 | Identify event photography opportunities for commercial purposes. |
| 71 | Identify photographic workflow processes. |
| 72 | Select images. |
| 73 | Crop an image. |
| 74 | Make global adjustments to an image. |
| 75 | Make local adjustments (e.g., retouching) to an image. |
| 76 | Describe image resolution and its relationship to output. |
| 77 | Add text to an image. | English: 11.2, 12.2 |
| 78 | Save files in appropriate file formats. | English: 11.2, 12.2 |
| 79 | Identify output media. | Mathematics: COM.11 |
| 80 | Identify characteristics of types of photo paper. |</p>
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<th>English:</th>
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<td>81</td>
<td>Print a digital photograph.</td>
<td>11.2, 11.5, 12.1, 12.5</td>
<td>VUS.8, VUS.9, VUS.14, WHII.9</td>
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<td>83</td>
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<td>84</td>
<td>Research the history of photography.</td>
<td>10.8, 11.8</td>
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<td>85</td>
<td>Explore alternative processes.</td>
<td>10.2, 10.5, 11.2, 11.5</td>
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<td>86</td>
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<td>87</td>
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**Entrepreneurship Infusion Units**

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked “optional.” Teachers can find the infusion/unit in the course listing.
Appendix: Credentials, Course Sequences, and Career Cluster Information

Industry Credentials: Only apply to 36-week courses

- Adobe Certified Associate (ACA) Examinations
- College and Work Readiness Assessment (CWRA+)
- Customer Service Examination
- Customer Service Specialist (CSS) Examination
- National Career Readiness Certificate Assessment
- Photography Examination
- Professional Communications Certification Examination
- Workplace Readiness Skills for the Commonwealth Examination

Concentration sequences: A combination of this course and those below, equivalent to two 36-week courses, is a concentration sequence. Students wishing to complete a specialization may take additional courses based on their career pathways. A program completer is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program.

- Commercial Photography II (8608/36 weeks, 280 hours)

Career Cluster: Arts, Audio/Video Technology and Communications

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