Commercial Photography II

8608 36 weeks / 280 hours

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Acknowledgments

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Office of Career, Technical, and Adult Education
Virginia Department of Education

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Course Description

Suggested Grade Level: 11 or 12
Prerequisites: 8607

Students are taught industry-relevant technical skills and have the opportunity to work with a variety of technology, including digital cameras, lighting, design software, and editing tools to
stage, shoot, process, print, and present professional-grade images while developing a portfolio for a career as a commercial photographer. Students will develop an understanding of photography’s influence in society and strategize how they may perform in the professional industry, using their technical and creative knowledge.

## Task Essentials List

- Tasks/competencies designated by plus icons (⊕) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (〇) are optional
- Tasks/competencies designated by minus icons (⊖) are omitted
- Tasks marked with an asterisk (*) are sensitive.

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#### Using Job Application and Interpersonal Skills

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<td>Observe a commercial printing operation and identify production departments.</td>
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Legend: ✦Essential ☐Non-essential ☐Omitted

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**Curriculum Framework**

**Staging and Variety of Digital Photos**

**Task Number 39**

**Capture a fashion photograph for commercial purposes.**

**Definition**

Captured work could include

- portraits
- models
- candid shots
- posed subjects
• still-life subject
• indoor settings
• outdoor settings
• lighting experiments.

**Process/Skill Questions**

• How does fashion commercial photography influence society?
• How does fashion commercial photography fit into the photography industry?
• What are the environmental considerations when capturing fashion commercial photography?
• What subject or action considerations are important when capturing fashion commercial photographs?
• What equipment should be used in capturing fashion commercial photography?
• How should fashion commercial photographers edit their work?

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**Task Number 40**

**Capture a product photograph for commercial purposes.**

**Definition**

Captured work could include

• still-life subjects
• natural settings
• commercially-made products
• food
• beverages
• indoor settings
• outdoor settings
• lighting experiments.

**Process/Skill Questions**

• How does product commercial photography influence society?
• How does product commercial photography fit into the photography industry?
• What are the environmental considerations when capturing product commercial photography?
• What subject considerations are important when capturing product commercial photography?
• What equipment should be used in capturing product commercial photographs?
Task Number 41

Capture a photojournalism shot for commercial purposes.

Definition

Captured work could include

- photo essay
- travel
- feature story
- human interest story
- sporting event
- indoor setting
- outdoor setting.

Process/Skill Questions

- How does photojournalism influence society?
- How does photojournalism fit into the commercial photography industry?
- What ethical guidelines must be followed when practicing photojournalism?
- How is a visual story conveyed through commercial photojournalism?

Task Number 42

Capture a landscape and/or nature photograph for commercial purposes.

Definition

Captured work could include

- wildlife
- landscapes
- cloudscape
- astrophotography
- botanicals
- waterscapes.
Process/Skill Questions

- How does landscape and/or nature commercial photography influence society?
- How does landscape/nature commercial photography fit into the photography industry?

Task Number 43

Capture an event photograph for commercial purposes.

Definition

Captured work could include indoor and outdoor events such as

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

Process/Skill Questions

- How does event photography influence society?
- How does event photography fit into the photography industry?
- What are the environmental considerations when capturing event commercial photography?
- What subject or action considerations are important when capturing event commercial photography?
- What equipment could be used in capturing event photographs?

Task Number 44

Formulate a plan for an event.

Definition

Formulation should include

- selecting equipment, based on the event (e.g., corporate) and location
- adhering to professional standards
exploring elements of visual storytelling (i.e., who, what, where, when, and why).

Process/Skill Questions

- What are the types of concerns (e.g., cultural, ethical, restrictions) to consider when shooting an event?
- What are the legal concerns associated with location (public vs. private space)?
- How are the equipment needs for shooting an event determined?
- Who would be the point of contact for an event?

Task Number 45

Produce a series of commercial photography images.

Definition

Production options could include

- matching content with aesthetics
- choosing a theme
- maintaining consistency in technique, style, and subject matter
- developing time-management skills.

Process/Skill Questions

- How is consistency within a series maintained?
- How is redundancy avoided?
- Why is time management vital in a long-term project?

Working with Clients

Task Number 46

Identify the client’s needs.

Definition

Identification should include

- usage
- display
- print marketing
- billboard
- deadlines.

Process/Skill Questions

- What is the purpose of the photos for the client?
- How do they plan on displaying the images?
- What is the deadline for the project?

Task Number 47

Identify the target audience.

Definition

Identification should include their

- location
- interests
- age range
- income level
- education level
- profession.

Process/Skill Questions

- How are the photos being used?
- Where are the photos being used?

Task Number 48

Create a proposal for the client's project.

Definition

Creation should include

- project description
  - number of shots
Process/Skill Questions

- How are the fees determined for a project?
- When is an assistant needed?
- What are image rights?

Task Number 49

Produce an image, based on client needs and expectations.

Definition

Production should include

- knowing where the photos will appear
- conducting industry research on the product
- determining the location of the shoot
- choosing models, if needed
- choosing colors, textures, and props
- clarifying the client’s vision.

Process/Skill Questions

- What will make the client feel satisfied with the product?
- How is the target audience determined?
- How are results best presented for client review?

Task Number 50

Presenting the image to client for approval.
Definition

Presentation should include

- albums
- prints (e.g., paper, canvas, other)
- in-person selling session
- cloud hosting
- digital download
- thumb drives.

Process/Skill Questions

- What are the pitfalls of using digital download as a means of delivery?
- What are the advantages and disadvantages of using thumb drives?
- What is the benefit of an in-person selling session?

Understanding Digital Citizenship and Intellectual Property

Task Number 51

Identify counterfeiting, copyright, patent, and trademark.

Definition

Identification should include

- definitions of counterfeiting, copyright, patent, and trademark
- the regulations that affect the printing of currency, other legal documents, and copyrighted materials
- procedures for providing proper sources and credit for content and materials.

Process/Skill Questions

- What are the federal consequences of counterfeiting?
- What is the purpose of copyright?
- What are the consequences of copyright infringement?
- What are the requirements and procedures for providing proper sources and credit for images and information?
Task Number 52

Explore ethical issues related to commercial photography.

Definition

Exploration should include ethics as related to

- manipulation of images (e.g., body images)
- photojournalism
- privacy and permission
- distribution of photographs
- social media implications
- image theft.

Process/Skill Questions

- How can commercial photo manipulation lead to ethical issues?
- What are the implications involved in altering a person’s physical appearance in a photo?
- Why is it important for a photojournalist to adhere to ethical standards?
- How has the development of drone photography prompted privacy concerns?
- How is plagiarism dealt with in commercial photography?

Task Number 53

Explore legal issues related to commercial photography.

Definition

Exploration should include

- copyright laws and fair use
- licensing (e.g., Creative Commons)
- contracts (e.g., waivers, model releases, consent forms)
- usage rights (e.g., image theft, unauthorized use)
- definition of intellectual property
- identifying the four points of fair use
- definition of public domain.

Process/Skill Questions

- How can photo manipulation lead to legal issues?
• What is a *copyright*, and how is a copyrighted photograph identified?
• What are the economic effects of the unauthorized use of images?
• When using and publishing images, when and why are releases necessary?
• How do copyright laws and legal issues apply to a student as a photographer?
• What is the difference between getting permission to use a photo and crediting an image?
• What is the difference between derivative and appropriation?

Establishing a Photography Business

Task Number 54

Prepare photographic work for a commercial photography opportunity.

Definition

Preparation should include

• adhering to professional requirements
• submitting to a contest
• applying for a job
• freelancing at a specific publication
• applying for a scholarship/grant opportunity.

Process/Skill Questions

• What kind of photographs are required for a selected opportunity?
• How might the type of opportunity influence the selection of images?
• What are the best resources for identifying opportunities?

Task Number 55

Identify steps needed to establish a photography business.

Definition

Identification should include

• type of business (e.g., sole proprietorship, S-corp, LLC, corporation)
- licensing requirements (e.g., register with State Corporation Commission [SCC], local business licenses)
- tax and accounting requirements (e.g., state sales tax reporting, income tax)
- registering trade name.

Process/Skill Questions

- What are the different types of business entities?
- What are the pros/cons of different business entities?
- What licensing requirements does the Commonwealth of Virginia have for new businesses?
- What tax and accounting responsibilities does a business have?
- How is a trade name (locally vs. nationally) registered?

Task Number 56

Identify steps to market a new business.

Definition

Identification should include

- website design and hosting options
- pricing considerations
- social media.

Process/Skill Questions

- What are the benefits and disadvantages of creating a website?
- What are the components of an effective website?
- How does one decide on and register a domain name?
- What are the considerations when pricing services?
- How can social media be used to grow a business?

Task Number 57

Create a model release form.

Definition
Creation should include

- name and business name
- business address
- statement of release of all claims against business
- list of potential claims (e.g., copyright, invasion of privacy)
- terms of compensation
- model’s right to inspect photos before publication
- name of model and if name can be published
- expiration date, whether one exists
- affirmation of understanding
- acknowledgement that model is 18 years of age or has parent/guardian permission and signature
- dates and signatures.

Process/Skill Questions

- What are the laws regulating the use of a model under the age of 16?
- Who determines the model’s right to inspect photos before publication?
- What happens if a model refuses to allow photographs to be used?

Staging a Variety of Digital Shots

Task Number 58

Shoot a high dynamic range (HDR) image.

Definition

Shots should be made by

- determining when HDR might be beneficial
- stabilizing the camera by using a tripod
- taking three or more photos (bracketing), exposing for highlights, midtones, and shadows.

Process/Skill Questions

- When might HDR photography be beneficial?
- What is the process for taking an HDR image?
- How is the appropriate metering mode selected to determine highlight, midtone, and shadows?
Task Number 59

Apply concepts of visual literacy.

Definition

Application should include

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

Process/Skill Questions

- How is visual literacy utilized to connect with the audience?
- How is visual literacy applied to manipulate the viewer?

Task Number 60

Describe the benefits of shooting in RAW.

Definition

Description should include

- defining and giving examples of
  - JPEG files
  - RAW files
  - JPEG artifacts
  - flaws in digital files
  - destructive vs. non-destructive editing
- explaining the benefits of
  - detail
  - digital negative
  - quality
  - dynamic range
  - color space output
  - effects on workflow.
Process/Skill Questions

- What is RAW shooting?
- What limitations are there to using JPEG files?
- Why is RAW considered the industry standard file type?

Task Number 61

Program white balance manually.

Definition

Programing should include

- camera controls and adjustment of white balance
- creating a white balance preset
- Kelvin ratings.

Process/Skill Questions

- What is white balance?
- How is a preset for white balance created in the camera?
- How does controlling white balance in camera compare with controlling white balance in post-production?

Task Number 62

Describe the function of a camera’s metering system.

Definition

Description could include

- 18 percent grey card
- exposure compensation.

Process/Skill Questions

- Why is it important for a professional photographer to understand how to override the camera’s metering system?
- What flaws are there in a camera’s metering/auto-exposure features?
- Why will robots never be able to take over a photographer’s job?

**Applying Lighting Techniques**

**Task Number 63**

**Determine exposure without using a meter or exposure chart.**

**Definition**

Determination should include

- estimating light levels
- manually setting camera exposure controls
- using bracketing techniques.

**Process/Skill Questions**

- How does International Organization for Standardization (ISO) affect estimation for exposure needs?
- How do lighting conditions affect exposure?
- How can bracketing compensate for uncertainty?
- What is the sunny 16 rule?

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**Task Number 64**

**Select lighting solutions, based on the conditions of the shot.**

**Definition**

Selection should include using appropriate light meter and interpreting readings to determine aperture values, based on the

- setting (interior/exterior)
- available light
- artificial light (e.g., on-camera, off-camera).

**Process/Skill Questions**
What are portable lighting solutions?
What are some common problems and solutions for shooting with natural light?
What can affect exterior shots?

Task Number 65
Light subjects.

Definition

Lighting should include selecting and using appropriate light meters and interpreting readings to determine aperture values when using the following techniques:

- Split—when main light illuminates one side of subject (half-lit)
- Rembrandt—half turned subjects, shadow on the short side
- Loop—main light above the subject up to 60 degrees
- Butterfly (or Paramount)—butterfly shape of the shadow under the nose
- Broad—light source on the side visible to the camera
- Short—light source on the opposite side from the camera

Process/Skill Questions

- How can facial structure and pose affect the lighting pattern?
- How can lighting pattern be used to enhance appearance?
- When should each lighting pattern be used?
- How are lighting ratios adjusted?

Task Number 66
Shoot images using various flashes.

Definition

Shots should be made by selecting and using appropriate light meter, interpreting readings to determine aperture values, and applying

- direct flash—point and shoot
- bounce flash—using a white surface to reflect/redirect light
- fill-flash—balancing ambient light with flash light
- painting with light—creative use of long exposure.
Process/Skill Questions

- Why should white/light surface be used when using a bounce flash?
- What situations can benefit from using a fill-flash?
- How does shutter speed relate to flash?

Task Number 67

Light subjects using studio lighting.

Definition

Lighting should include

- selecting and using appropriate light meter and interpreting readings to determine aperture values
- determining the number of lights needed
- determining the type of light needed for products
- using hot lights and strobes in combination for creative lighting
- using hard or soft light (i.e., defusing) depending on desired effect
- using high-key or low-key lighting.

Process/Skill Questions

- What type of lighting choice is best suited for the subject?
- What equipment might be useful to achieve desired lighting?
- How does hard vs. soft lighting affect the appearance of the subject?

Task Number 68

Describe how natural light affects subject matter.

Definition

Description should include

- the light at various times of day
- the color of light
- soft vs. hard light (e.g., shade/overcast, open sunlight)
- the light of various seasons, based on geographical location.
Process/Skill Questions

- What is the best time of day to shoot in your region?
- How do seasons affect the angle of light?
- How does the time of day and season relate to the color of light?

Processing (Editing) Digital Images

Task Number 69

Process an HDR image.

Definition

Processing should include using software to merge different image exposures into one image.

Process/Skill Questions

- What are the advantages of an HDR image?
- What is the definition of HDR?
- What are the drawbacks of using HDR images?

Task Number 70

Color-manage an image.

Definition

Color management should include

- exploring color theory
- correcting white balance
- setting highlights and shadows
- setting contrast
- removing unwanted color cast
- choosing color profiles.

Process/Skill Questions

- What are subtractive and additive colors?
• How do cyan, magenta, yellow, key (CMYK) and red, green, blue (RGB) relate to color theory and digital images?
• How might black-and-white images influence the visual effect?
• How might color choice influence the way one views the image? In what situations or for which subjects might black-and-white be a good choice?
• How does exposure relate to the resulting color?

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**Task Number 71**

**Describe raster and vector formats and their uses.**

**Definition**

Description should include

- raster—pixel-based images (i.e., quality varies by size)
- vector—mathematical point-based images (i.e., quality never diminishes).

**Process/Skill Questions**

- When would a vector image rather than a raster image be chosen?
- What are the main software programs for each format?
- How does image quality vary with each format?

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**Task Number 72**

**Edit image, using layers and masks.**

**Definition**

Editing should include

- layers
- an adjustment layer, changing levels and curves, performing color correction
- a duplicate layer to blend/combine, making a selection, hiding a layer
- masks
- a part of the image to edit.

**Process/Skill Questions**
• How does one apply a layer mask?
• What are the advantages of using layers and masks to create multi-photo images?
• What does one use to reveal and conceal, using a layer mask?

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**Task Number 73**

**Restore a photograph.**

**Definition**

Restoration could include

- improving color and tone
- removing dust spots or scratches and imperfections
- enhancing detail and sharpening
- adding color.

**Process/Skill Questions**

- Why would someone want a photo restored?
- What are the most commonly used tools for photo restoration?
- How can photo-restoration skills be applied to careers?

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**Task Number 74**

**Organize a digital file library, using file management techniques.**

**Definition**

Organization could include

- storing files securely and backing up to more than one location
- using cloud storage
- rating files
- maintaining a library by adding files promptly and retiring out-of-use files
- documenting revisions by file name, date, and project identification
- naming and renaming files, as needed
- applying folder sequencing.
Process/Skill Questions

- Why is it important to establish a system of organization?
- What information needs to be in a file name?
- What is file hierarchy, and why is it important?
- What are standard backup practices used by the industry?
- What programs are used to manage and store files?
- Why is it important to back up files to more than one location?

Managing Files

Task Number 75

Create a photo composite.

Definition

Creation could include

- multiple images into one
- panorama
- head/face swaps
- digital imaging/illustration.

Process/Skill Questions

- What are the main tools for combining multiple photos?
- How do industries use photo composites?

Task Number 76

Batch-process multiple files.

Definition

Batch-process should include

- describing why this procedure is done and when it is appropriate
- performing the procedure by selecting, renaming, and/or resizing multiple files simultaneously
- creating actions to perform multi-step photo edits.
Process/Skill Questions

- How does batch-processing save time?
- How is action created?
- What software is best for batch processing?

Task Number 77

Identify a digital photography workflow from capture to delivery.

Definition

Identification should include

- knowing that digital photography workflow is an end-to-end system of working with digital images, from capture to delivery
- understanding file management
- backing up files to external drives.

Process/Skill Questions

- Why is file management important?
- Why is it important to back up RAW images to more than one place?

Printing Digital Images

Task Number 78

Calculate minimal megapixel needs, based on output.

Definition

Calculation should include determining

- the number of pixels of the output (multiplying total vertical by horizontal pixels)
- the minimal megapixels required to capture the image without resizing it
- resolution requirements for web output
- resolution requirements for print output
- resolution and its relationship to cropping the image.
Process/Skill Questions

- What is the formula for determining megapixels?
- Why are cameras commonly rated by the number of megapixels they can produce?
- How do megapixels relate to image quality and image need?
- How much resampling is too much?
- When is there too much resolution?

Task Number 79

Troubleshoot printer problems.

Definition

Troubleshooting can include

- changing/replacing the ink
- spooling the paper
- cleaning, unclogging print heads, nozzles
- establishing a print queue
- knowing when to call a technician
- replacing the waste container.

Process/Skill Questions

- What are some common printing problems?
- What are strategies to conserve supplies and materials?
- How can troubleshooting improve quality of prints?
- How many printer supplies should one stock?

Task Number 80

Set printer profiles to desired output.

Definition

Setting should include

- determining the desired output
- making adjustments (e.g., paper type, sheet or roll, size, color handling)
• following printer/software instructions
• identifying which supplies have archival values.

Process/Skill Questions

• What problems can arise from incorrect printer profiles?
• What are the advantages of using printer profiles?
• What are the methods to adjust each print profile variable?
• What are some advantages and disadvantages of using name-brand supplies?

Developing a Digital Portfolio

Task Number 81

Identify exhibition procedures, guidelines, and trends.

Definition

Identification could include

• standard gallery procedures, guidelines, and trends
• standard framing procedures, guidelines, and trends
• creative ways to display photographs.

Process/Skill Questions

• What are standard contemporary expectations for exhibiting work?
• What are standard framing expectations for exhibiting work?

Task Number 82

Identify industry standard sizes.

Definition

Identification should include

• determining the correct size for the photograph
• knowing what standard frame/print sizes are available.

Process/Skill Questions
What are some common print sizes?
What are some things to consider when choosing print size?

**Task Number 83**

**Select files for a digital portfolio.**

**Definition**

Selection could include

- determining the best files for the desired portfolio
- organizing files in the best order.

**Process/Skill Questions**

- What software applications would be best for selecting and organizing files for the digital portfolio?
- What would be a logical order for a portfolio?

**Task Number 84**

**Output images to a digital portfolio.**

**Definition**

Output could include

- selecting files
- organizing files (order)
- choosing appropriate software
- watermarking
- renaming and using metadata
- copyrighting
- resizing files
- creating a portable document format (PDF).

**Process/Skill Questions**

- What are the top software applications and websites for creating digital portfolios?
• What information should be included in a digital portfolio?
• How can work be protected (from being pirated) in a digital portfolio?
• What resolution should one use to create digital portfolio?

**Task Number 85**

**Establish an online presence in which to share and market work.**

**Definition**

Establishment may include

- blogs
- websites
- social media sites.

**Process/Skill Questions**

- What are the benefits of establishing an online presence?
- What are the safety concerns for establishing an online presence?
- How is work that appears online protected?
- How is personal branding established and maintained online?

**Using Job Application and Interpersonal Skills**

**Task Number 86**

**Research a variety of professional fields within the industry.**

**Definition**

Research should include identification of photography-related professional fields (e.g., retail, portrait, advertising) within the career cluster and the following pathways:

- Audio and Video Technology and Film
- Journalism and Broadcasting
- Performing Arts
- Printing Technology
- Visual Arts

Process/Skill Questions

- How many photography businesses are in your community?
- What types of jobs do advertising photographers accept?
- What types of jobs do portrait photographers accept?
- What skills are needed for these jobs?

Task Number 87

Describe the positive and negative influence of social media on a personal brand.

Definition

Description could include

- positive influences
  - gives a business a greater reach
  - functions as a money-saver over traditional marketing
  - delivers fast results and sales
  - allows a business to respond to customers and adjust quickly
- negative influences
  - increases the customer's power to report negative experiences with the business
  - mandates the tracking of negative or misleading statements
  - provides an opportunity for the accidental release of confidential information
  - could allow unauthorized employees to speak on the company’s behalf
  - requires time-consuming monitoring
  - exposes business to copycats.

Process/Skill Questions

- What are some positive and negative effects of social-media use on one's personal brand or reputation in the workplace?
- What is tri-branding?

Task Number 88
Demonstrate how to locate job listings through a variety of sources.

Definition

Demonstration should include job location sources such as the Internet, professional associations, newspapers, agencies, and personal networking.

Process/Skill Questions

- What job listing resources exist in the photography field at the local level, state level, and national level?
- How can professional associations be useful in a job search?
- What are the strengths and weaknesses of each type of resource?
- What basic requirements are common to many entry-level photography jobs?

Task Number 89

Observe a commercial printing operation and identify production departments.

Definition

Observation should include concentrating on the physical details, listening to the company's representatives, and taking notes on

- occupational areas
- production departments
- equipment
- occupational skills
- work environment
- employee/employer interpersonal skills
- other elements of the printing operation, as applicable.

Process/Skill Questions

- How did this company meet or not meet expectations?
- What is appealing about the operation? What was unappealing?
- How is the classroom experience different from the workplace?
- How did the company ensure the safety of its employees? Were there any ways safety could be improved?
# SOL Correlation by Task

<table>
<thead>
<tr>
<th>No.</th>
<th>Task</th>
<th>Language(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>Capture a fashion photograph for commercial purposes.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>40</td>
<td>Capture a product photograph for commercial purposes.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>41</td>
<td>Capture a photojournalism shot for commercial purposes.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>42</td>
<td>Capture a landscape and/or nature photograph for commercial purposes.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>43</td>
<td>Capture an event photograph for commercial purposes.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>44</td>
<td>Formulate a plan for an event.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>45</td>
<td>Produce a series of commercial photography images.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>46</td>
<td>Identify the client’s needs.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>47</td>
<td>Identify the target audience.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>48</td>
<td>Create a proposal for the client's project.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>49</td>
<td>Produce an image, based on client needs and expectations.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>50</td>
<td>Presenting the image to client for approval.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>51</td>
<td>Identify counterfeiting, copyright, patent, and trademark.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>52</td>
<td>Explore ethical issues related to commercial photography.</td>
<td>English: 11.5, 11.8, 12.5, 12.8</td>
</tr>
<tr>
<td>53</td>
<td>Explore legal issues related to commercial photography.</td>
<td>English: 11.5, 11.8, 12.5, 12.8, 12.8</td>
</tr>
<tr>
<td>54</td>
<td>Prepare photographic work for a commercial photography opportunity.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>55</td>
<td>Identify steps needed to establish a photography business.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>56</td>
<td>Identify steps to market a new business.</td>
<td>English: 11.1, 11.5, 12.1, 12.5</td>
</tr>
<tr>
<td>57</td>
<td>Create a model release form.</td>
<td>English: 11.1, 11.5, 12.1, 12.5</td>
</tr>
<tr>
<td>58</td>
<td>Shoot a high dynamic range (HDR) image.</td>
<td>English: 11.1, 11.5, 12.1, 12.5</td>
</tr>
<tr>
<td>59</td>
<td>Apply concepts of visual literacy.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>60</td>
<td>Describe the benefits of shooting in RAW.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>61</td>
<td>Program white balance manually.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>62</td>
<td>Describe the function of a camera’s metering system.</td>
<td>English: 11.5, 12.5</td>
</tr>
<tr>
<td>63</td>
<td>Determine exposure without using a meter or exposure chart.</td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>Select lighting solutions, based on the conditions of the shot.</td>
<td></td>
</tr>
<tr>
<td>65</td>
<td>Light subjects.</td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>Shoot images using various flashes.</td>
<td></td>
</tr>
<tr>
<td>67</td>
<td>Light subjects using studio lighting.</td>
<td></td>
</tr>
<tr>
<td>68</td>
<td>Describe how natural light affects subject matter.</td>
<td></td>
</tr>
<tr>
<td>69</td>
<td>Process an HDR image.</td>
<td>English: 11.2, 12.2</td>
</tr>
<tr>
<td>70</td>
<td>Color-manage an image.</td>
<td></td>
</tr>
<tr>
<td>71</td>
<td>Describe raster and vector formats and their uses.</td>
<td>English: 11.5, 12.5</td>
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<tr>
<td>72</td>
<td>Edit image, using layers and masks.</td>
<td></td>
</tr>
<tr>
<td>73</td>
<td>Restore a photograph.</td>
<td></td>
</tr>
<tr>
<td>74</td>
<td>Organize a digital file library, using file management techniques.</td>
<td>English: 11.5, 12.5</td>
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<tr>
<td>75</td>
<td>Create a photo composite.</td>
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<td>76</td>
<td>Batch-process multiple files.</td>
<td>English: 11.5, 12.5</td>
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<td>77</td>
<td>Identify a digital photography workflow from capture to delivery.</td>
<td>English: 11.2, 11.5, 12.2, 12.5</td>
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<tr>
<td>84</td>
<td>Output images to a digital portfolio.</td>
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<td>Establish an online presence in which to share and market work.</td>
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<td>Research a variety of professional fields within the industry.</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 I (8607/36 weeks, 140 hours)

<table>
<thead>
<tr>
<th>Career Cluster: Arts, Audio/Video Technology and Communications</th>
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<td>Pathway</td>
</tr>
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<td>----------------</td>
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