







Multiple Category Scope and Sequence: Scope and Sequence Report For Course Standards and Objectives, Content, Skills, Vocabulary

Wednesday, August 20, 2014, 1:12PM



	Unit	Course Standards and Objectives	Content	Skills	Vocabulary
<p>District Advanced Advanced Commercial Photography (50.0408) (District) 2014-2015 Collaboration</p>	<p>1. Career Opportunities and Planning  (Week 20, 2 Weeks) </p>	<p>UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography Standard 1 Students will explore career opportunities in Commercial Photography</p> <ul style="list-style-type: none"> ▪ Objective 1 Develop career awareness related to working in the photography industry. ▪ Objective 2 Demonstrate proficiency in selected career opportunities. ▪ Objective 3 Instructors are encouraged to develop Program Advisory Committees (PAC) for their courses. 	<ul style="list-style-type: none"> ▪ Be able to communicate an idea or feeling using photography. ▪ What type of jobs there are in photography. ▪ How digital cameras are used in the field of photography. 	<ul style="list-style-type: none"> ▪ Recognize the jobs that are available and be able to plan a path to achieve their photo goals. ▪ Relate changes in photographic equipment ▪ Be able to describe in general how a digital camera works 	<ul style="list-style-type: none"> ▪ Digital Camera ▪ Single lens reflex ▪ Viewfinder ▪ Zoom lens ▪ Monitor ▪ Resolution ▪ Pixel ▪ Sensors ▪ Digital file ▪ Bitmap ▪ Ink jet and laser printers
	<p>2. Work flow  (Week 21, 2 Weeks) </p>	<p>UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography Standard 2 Students will be able to understand and apply the multi-step process of "workflow".</p> <ul style="list-style-type: none"> ▪ Objective 1 Identify the multi-step process of workflow in Image capture. <ol style="list-style-type: none"> a. Identify equipment needed for assignment. b. Determine correct camera settings. c. Compose. d. Focus. e. Determine lighting needs f. Capture the image g. Evaluate your results. ▪ Objective 2 Identify the multi-step process of workflow as it relates to image editing. <ol style="list-style-type: none"> a. Image Download b. Image Management c. Image Editing 	<p>Proper order for making correct exposure, clarity, and composition</p> <p>Evaluate primary results and make corrections</p> <p>Correct process for image transfer to computer/network folder system</p> <p>Image adjustment to meet print and web standards</p>	<p>Demonstrate proper camera use and</p> <p>Produce acceptable images and assess to be production ready</p>	<p>memory card</p> <p>Mode dial (Aperture-Shutter-Manual-Program, Auto)</p> <p>format</p> <p>focus</p> <p>exposure</p> <p>image transfer</p> <p>output</p> <p>files</p> <p>folders</p> <p>crop</p>

- Objective 3
Identify the multi-step process of workflow as it relates to Image output Size/Resolution for intended purpose. (web, presentation or print).
- Objective 4
Apply and modify this multi-step process or steps to develop and apply your own digital workflow.
- Objective 5
Explore opportunities for sales and promotion of student work.

tonal range
contrast
color correction/mode (RGB/CMYK)
resolution pixels (web press)

3. Equipment & Accessories

(Week 22, 8 Weeks)

UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography Standard 3
Students will be able to make informed choices in selecting equipment and accessories for commercial photography assignments.

- Objective 1
Cameras with advanced features and interchangeable lens capability.
- Objective 2
Students will understand the capabilities and limitations of their personal cameras.
- Objective 3
Lens choices for particular assignments.
- Objective 4
Lighting devices for particular assignments.
- Objective 5
Peripheral devices for professionals (tripods, shutter release, etc.).
- Objective 6
Appropriate software for the desired effect.

There are different cameras for different jobs.
Compare benefits of each camera type decide the camera for the job
Cameras have controls so you can be creative.

PDA Cameras
Digital point N Shoot Cameras
Digital Single-lens Reflex Cameras
Digital Professional camera (medium & large format)
Studio camera
mode dial
hot shoe (flash)
Tripod/Monopod
Image quality (L,M,S, Raw)
Metering

4. Camera controls

(Week 22, 16 Weeks)

UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography Standard 4
Students will demonstrate the appropriate use of the camera controls on a digital camera.

- Objective 1
White balance, ISO, resolution, burst

Cameras have controls to control proper exposure
Shutter
opens and closes to control how long the light comes in
Manipulate the mode dial and exposure controls to execute a proper exposure and produce desired results.

Exposure Modes:
Auto mode
Shutter priority mode

- mode, auto bracketing, histograms, etc.
- Objective 2
Exposure Modes (Auto, Shutter Priority, Aperture Priority, Manual, and Continuous).

- controls action or motion
- Aperture
- opening controls how much light enters camera
 - controls depth of field or how much is in focus

ISO

- Sensitivity
- Resolution

- Aperture Priority mode
- Programmed Exposure mode
- Manual mode
- Continuous mode
- Buffering
- Focus/Auto
- shutter speed
- aperture - f/stop

5. Memory Devices & File

Types (Week 24, 1 Week)

UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography Standard 5
Students will be able to use and identify memory devices and file types associated with digital cameras.

Pixels in a digital photo are affected when we increase the photo size.

Students will be able to use and identify memory devices and files types associated with digital cameras and scanners and demonstrate their proper use.

Memory devices

File types

Scanners

Pixels

Digital file

Image capture

RAW

TIFF

JPEG

Compression

Resolution

memory cards

compatibilities

compact Flash (cf)

- Objective 1
Demonstrate an understanding of what pixels are and how they are used in digital photography.
- Objective 2
Demonstrate an understanding of digital file formats as they pertain to image capture (i.e. RAW, TIFF, JPEG).
- Objective 3
Demonstrate an understanding of compression in digital file sizes as they pertain to image capture (i.e. Extra Fine, Fine, Basic, and Normal).
- Objective 4
Demonstrate an understanding of the difference between High and Low Resolution and how they are linked to pixelization.
- Objective 5
Identify common memory cards and camera compatibilities (i.e. Compact Flash, Secure Digital, Sony Memory Stick, Compact Disk, and internal storage).

Importance of using the highest resolution picture when editing.

Data compression when saving a TIFF to a JPEG.

Common devices and procedures for image capture and transfer.

Camera resolution vs Print resolution.

- Objective 6
Identify necessary equipment used for downloading memory devices (i.e. cables, card readers, or drives).
- Objective 7
Understand the workflow necessary to transfer files from a camera to another storage device.

Secure Digital (sd)
Sony Memory Stick
Compact Disk
Internal storage
cables
card readers
drives

6. Photoshop
proficiency 
(Week 21, 17 Weeks)


UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography Standard 6
Students will be able to demonstrate increasing proficiency in the use of Adobe Photoshop.

- Objective 1
Students will be able to work in Photoshop at a professional level.
- Objective 2
Masking.
- Objective 3
Adjustment Layers.
- Objective 4
Color management (camera, monitor, software, printer output).
- Objective 5
Color Calibration (Monitor).
- Objective 6
Printer Profiles.
- Objective 7
Channels.

Understand different elements of Photoshop by making exposure corrections using tonal adjustments and color correction

Using image the Enhancement tools: cropping, brushes, filters, clone & patch,



Demonstrate the black and white conversion process

Demonstrate proficiency by using the Layers pallet, transform and selection tools and the effective use of the Undo and Redo

Create a contact sheet or index print

Demonstrate increasing proficiency with Photoshop application by producing corrected and enhanced images through the use of exposure correction, image enhancement and the use of essential controls and panel adjustments.

Contact sheet
Index print
tonal adjustment
histogram
Shadow/Highlight correction
Levels
Dodge
Burn tool
Hue
Saturation
Cropping
Healing brushes
Patch tool
Clone stamp
Sharpening filter

7. Elements of design & composition 
 (Week 22, 16 Weeks)


UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography Standard 7
 Students will be able to understand and demonstrate the principles of art, design and composition.

- Objective 1
Demonstrate Simplicity/Emphasis.
- Objective 2
Demonstrate Rule of Thirds.
- Objective 3
Demonstrate Perspective or Point of View.
- Objective 4
Demonstrate Leading Lines.
- Objective 5
Demonstrate Harmony (a pleasing relationship of elements).
- Objective 6
Demonstrate Avoiding Mergers.
- Objective 7
Demonstrate Framing.
- Objective 8
Demonstrate Rhythm/Repetition (orderly, related movement)
- Objective 9
Demonstrate Balance (symmetrical/asymmetrical).

The subject of the image should be place in areas that are pleasing to look at.

Compose your images more in the camera than on the computer.

When to use the different types of composition.

How to create images that tell and story and draw the viewer into the image.

Demonstrate the ability to compose images using rules of composition.

Draw on different types of composition to enhance quality of image.

Produce images with a variety of camera angles.

- Layer pallet
- Active layer
- Opacity
- Grayscale mode
- Transform tool
- Scale
- Rotate
- Skew
- Simplicity
- Emphasis
- Rule of Thirds
- Leading lines
- Point of View
- Angle of View
- Area of Impact
- Mergers
- Framing
- Harmony
- Patterns

8. Image presentation [web-

UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography

Learn to appreciate correctly

To demonstrate their ability to produce correctly composed images and integrate proper principles of design and

Portfolio

[print](#)  (Week 34, 4 Weeks) 

Standard 8
Students will be able to present digital images in both a printed and/or electronic format.

- Objective 1
Evaluate/critique photographic work.
- Objective 2
Students will produce a portfolio of their work.
- Objective 3
Students will submit their photographs for display.

printed work

Know the difference between acceptable and unacceptable work

Proper ways to make presentations and portfolio

composition.

Carry out the process of framing/matting images for display.

Critique

Evaluation

Mat Board

Rag Board

Hinge Mount

Archival

Resolution/format
copyright

[9. Copyright Laws](#)  (Week 25, 1 Week) 

UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography
Standard 9
Students will be able to understand and practice copyright laws, ethics and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101.

- Objective 1
Define copyright.
- Objective 2
Other definitions
 - a. Audiovisual works
 - b. Computer program
 - c. Copies
 - d. Copyright owner
 - e. Digital transmission
 - f. Financial gain
 - g. Pictorial, graphic, and sculptural works
 - h. Work of visual art.
- Objective 3
Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed).
- Objective 4
Students will practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit another photographer's work outside of fair use provisions).
 - a. Time limitations
 - b. Portion limitations

Students will learn:

--what can and can't be copyrighted

--when photo manipulation is permissible

--how to use images without violating another photographer's copyright

--how to copyright their own digital images

--how to shoot photos in an ethical manner

Students will be able to understand copyright laws, ethics and legal issues regarding photography.

Students will practice ethics and rules governing copyrights and usage.

Students will practice ethics and rules governing photojournalism.

Students will demonstrate understanding of ethics related to social and legal issues in selecting photo subjects.

digital transmission

reproduce

manipulate

distribute

plagiarize

exhibit

photojournalism

editorial content

- c. Text material
- d. Illustrations and photographs.
- e. Copying and distribution limitations.
- Objective 5
Students will demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

10. Professional Development & Leadership

 (Week 21, 17 Weeks)


UT: CTE: Skilled and Technical Sciences, UT: Grades 9-12, Advanced Commercial Photography Standard 10
 Students will enhance their understanding of Commercial Photography as a profession and will develop professional skills for the workplace.

- Objective 1
As a participating member of the SkillsUSA student organization, complete the SkillsUSA Level 2 Professional Development Program.
 - a. Measure/modify short-term goals.
 - b. Identify stress sources.
 - c. Select characteristics of a positive image.
 - d. Demonstrate Government awareness.
 - e. Demonstrate awareness of professional organizations.
 - f. Apply team skills to a group project.
 - g. Observe and critique team skills at a local professional meeting.
 - h. Demonstrate business meeting skills.
 - i. Explore workplace ethics: codes of conduct.
 - j. Demonstrate social etiquette.
 - k. Complete survey for employment opportunities.
 - l. Review a professional journal and develop a three- to five-minute speech.
 - m. Complete a job application.
 - n. Assemble an employment portfolio.
 - o. Explore supervisory and management roles in an

Build photo portfolio

Self motivation technique

Learn to set goals and keep commitments

Be involved in community project

Personal skills including organization, communication, & career

Leadership and management skills

Pursuing and planning career employment pathways & opportunities

Awareness of best practices for employability

Desired skills and work habits

Develop Personal communication and organizational skills

Practice Leadership and management techniques

Planning for career and employment opportunities

Personal inventory

goals

self-motivated

manage time

personal belongings

lab equipment

communicate verbally

effective communication

personal reading program

effective work skill

organization.
p. Conduct a worker interview.
q. Perform a self-evaluation of proficiency in program competencies.

- Objective 3
Display a professional attitude toward the instructor and peers.
- Objective 4
As a participating member of the SkillsUSA student organization, complete the SkillsUSA Level 3 Professional Development Program.
 - a. Evaluate your career and training goals.
 - b. Market your career choice.
 - c. Develop personal financial skills
 - d. Serve as a volunteer in the community.
 - e. Plan and develop a business.
 - f. Conduct a worker interview.
 - g. Develop a résumé and write a cover letter.
 - h. Demonstrate interviewing skills.
 - i. Understand the cost of customer service.
 - j. Identify and apply conflict resolution skills.
 - k. Demonstrate evaluation skills.
 - l. Examine workplace ethics: the role of values in making decisions.
 - m. Perform a skill demonstration.
 - n. Learn what is contained in Material Safety Data Sheets (MSDS).
 - o. Perform a self-evaluation of proficiency in program competencies.
- Objective 7
Display a professional attitude toward the instructor and peers.

CTE Testing 

(Week 36, 3 Weeks) 

 **testing sight**