

Digital Photography (2020)

ANALYZE THE COMMUNICATION MEDIA TECHNOLOGIES INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY 1

- 1 Investigate the history and evolution of the Communication Media Technologies industry (i.e., technology, processes, production, etc.) 1.1**

- 2 Examine the impact of social media and emerging technologies on the Communication Media Technologies industry 1.2**

- 3 Research the societal and economic impact of the Communication Media Technologies industry 1.**

- 4 Examine the impact of the Communication Media Technologies Industry on marketing practices 1.4**

- 5 Explain how diversity and inclusion are managed in the workplace to create a supportive culture 1.5**

- 6 Define cultural diversity and the need for awareness and sensitivity in the workplace 1.6**

- 7 Explain the acceptance of multiculturalism in the workplace (i.e., treating impartially and fairly each ethnic group, etc.) 1.7**

- 8 Analyze customer service practices appropriate to the Communication Media Technologies industry 1.8**

- 9 Examine time management practices appropriate to the Communication Media Technologies industry 1.9**

- 10 Identify professions that comprise the Communication Media Technologies industry (i.e., animation, broadcasting, filmmaking, graphic design, illustration, music and audio productions, photography, printing, publishing, etc.) 1.10**

- 11 Comply with the safety standards and regulations specific to OSHA 1.11**

ANALYZE ETHICAL AND LEGAL ISSUES RELATED TO THE COMMUNICATION MEDIA TECHNOLOGIES INDUSTRY 2

- 1 Distinguish among copyright, intellectual property, and proprietary rights 2.1**

- 2 Investigate copyright, intellectual property, proprietary rights, plagiarism, and software licensure 2.2**

- 3 Discuss consequences in violating copyright, privacy, and data security laws (i.e., monetary penalties, prison, injunctions, financial restitution, etc.) 2.**

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- 4 Explain fair use (i.e., authorships, credit lines, parody, news reporting, criticism and commentary, etc.)** 2.
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- 5 Differentiate between legal and ethical standards as they apply to decision-making in the Communication Media Technologies industry** 2.5
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- 6 Explain libel, privacy, censorship, and first amendment rights** 2.6
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- 7 Explain the difference and usage of release forms (e.g., model, minor, and property)** 2.7
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ANALYZE FACTORS THAT CONTRIBUTE TO PERSONAL SUCCESS IN THE COMMUNICATION MEDIA TECHNOLOGIES INDUSTRY 3

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- 1 Employ written, verbal, and non-verbal communications that are appropriate to the target audience and situation** 3.1
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- 2 Apply formatting, editing, and proofreading skills to all forms of writing** 3.2
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- 3 Prepare and deliver a presentation using terminology standard to the Communication Media Technologies industry** 3.3
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- 4 Use interpersonal skills when communicating with colleagues, clients, and vendors (i.e., active listening, empathy, body language, openness, negotiation, problem-solving, conflict resolution, assertiveness, positive attitude, etc.)** 3.4
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- 5 Identify professional “dress for success” standards and practices for the Communication Media Technologies industry** 3.5
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- 6 Explain basic types of résumés and their use (e.g., chronological, functional, combination, targeted, and creative)** 3.6
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- 7 Identify the basic parts of a résumé (e.g., contact/address section, objective, profile, career summary, experience section, education section, and reference section)** 3.7
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- 8 Explain considerations for résumé format (i.e., simple font; plenty of white space; personalize and customize to reflect your skills and abilities, etc.)** 3.8
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- 9 Define a professional portfolio (e.g., organized collection of relevant writing, graphics, and projects; artifacts showcasing talents and relevant skills; and summary of professional growth)** 3.9
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- 10 Describe portfolio types serving different purposes (i.e., working portfolios, display portfolios, assessment portfolios, etc.)** 3.10
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- 11 Describe ways to build a professional portfolio [i.e., binder, digital (iPad), online portfolio, etc.]** 3.11
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ANALYZE THE DIGITAL PHOTOGRAPHY PROFESSION 4

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- 1 Identify art movements that have impacted the photography profession** 4.1

	2 Research technologies that have impacted the Digital Photography profession (i.e., smart phone cameras, etc.) 4.2
	3 Describe photography's influence on society 4.
	4 Differentiate among photographic genres and styles (i.e., portrait, landscape, macro, street, editorial, sports, journalistic, architectural, fine art, commercial, lifestyle, events, etc.) 4.4
	5 Examine the role and cultural significance of photographers 4.5
	6 Describe past and present graphic design styles and trends 4.7
	8 Identify components required in establishing a freelance business (i.e., taxes, contracts, expenses, billing, licenses, etc.) 4.8
MANAGE PHOTOGRAPHIC EQUIPMENT AND SOFTWARE 5	1 Demonstrate proper maintenance and care of equipment (i.e., computers, storage devices, printers, peripherals, cameras, input devices, etc.) 5.1
	2 Identify threats to technological devices and computer system networks (i.e., viruses, data breaches, phishing, pirating, etc.) 5.2
	3 Utilize software to meet requirements of final product (i.e., page layout, photo manipulation, illustration, etc.) 5.3
	4 Apply effective digital file management techniques (e.g., data capture, file transfer, file naming, organization, storage, and backup) 5.4
	5 Differentiate among file formats based on compatibility, file size, resolution, color gamut, and medium (i.e., JPG, TIFF, RAW, PSD, PDF, INDD, AI, GIF, PNG, etc.) 5.
	6 Apply effective use of menus, buttons, and functions of digital cameras 5.6
	7 Differentiate among types and uses of digital cameras, equipment, and accessories (i.e., point-and-shoot, mirrorless, DSLR, lenses, filters, tripods, lighting equipment, etc.) 5.7
	8 Select appropriate resolution, compression, and format for data capture 5.8
	9 Explain the importance of an industry standard color management system 5.9
APPLY THE ELEMENTS AND PRINCIPLES OF DESIGN AND COMPOSITION 6	1 Incorporate the elements of design (e.g., line, shape, form, texture, pattern, color, value, and space) when composing photographs 6.1
	2 Incorporate principles of design (e.g., contrast, repetition, balance, movement, emphasis, harmony, proportion, and unity) when composing photographs 6.2
	3 Incorporate guidelines for composition (e.g., simplicity, framing, rule of thirds, focal point, point of view, camera angle, and symmetry) 6.

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- 4** Communicate a specific idea through the subject matter and the composition of a photograph 6.4
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- 5** Use critical thinking skills to describe, interpret, analyze, and make judgments about composition 6.5
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- 6** Define basic color schemes (e.g., complementary, analogous, triadic, tetradic, split complementary, monochromatic, and grayscale) 6.6
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- 7** Analyze the psychology and theory of color in images to increase visual literacy 6.7
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- 8** Utilize posing techniques and product arrangement for visual impact (i.e., portraits, fashion, product, etc.) 6.8
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DEMONSTRATE PROPER EXPOSURE SETTINGS TO ACHIEVE DESIRED OUTCOMES 7

- 1** Describe the basic elements of exposure (e.g., ISO, aperture, and shutter speed) 7.1
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- 2** Utilize appropriate shutter speed to create panned, blurred, and stop action photos 7.2
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- 3** Apply the appropriate aperture setting for deep or shallow depth of field 7.3
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- 4** List the factors that affect depth of field (e.g., aperture, focal length, and distance to subject) 7.4
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- 5** Apply the appropriate ISO settings for various lighting conditions 7.5
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- 6** Calculate exposure equivalents 7.6
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- 7** Utilize in-camera light meter to guide desired exposure 7.7
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- 8** Discuss various in-camera metering modes (i.e., spot, partial, evaluative, center-weighted, matrix, etc.) 7.8
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- 9** Evaluate a histogram 7.9
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- 10** Discuss active focus points and focusing modes (i.e., AI Servo, single, continuous, 3-D, etc.) 7.10
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- 11** Discuss exposure modes (e.g., aperture priority, shutter priority, manual, automatic, program, bulb, and preprogrammed automatic settings) 7.11
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DEMONSTRATE PROPER LIGHTING TECHNIQUES TO ACHIEVE DESIRED OUTCOMES 8

- 1** Identify additive colors (RGB – red, green, and blue) and subtractive colors (CMYK – cyan, magenta, yellow, and black/key) 8.1
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- 2** Explore color spaces (e.g., RGB, CMYK, grayscale, L*a*b, Adobe RGB, sRGB, and ProPhoto) 8.2

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- 3 Explain the importance of “quality of light” (e.g., hard or soft light, fall-off, and color temperature)** 8.3

 - 4 Explain key/main, fill, back, hair, and rim light** 8.4

 - 5 Demonstrate traditional studio portrait lighting set-ups (e.g., split, loop, Rembrandt, butterfly/Paramount, short, and broad)** 8.5

 - 6 Utilize natural/ambient light (e.g., direct, indirect, reflective, and diffused)** 8.6

 - 7 Describe how environmental conditions affect the quality of light and its effects on the subject** 8.7

 - 8 Utilize artificial light sources (e.g., flash, strobes, LEDs, and fluorescent)** 8.8

 - 9 Utilize light modifiers (i.e., reflector, umbrellas, soft boxes, grids, honeycombs, gels, etc.) to adjust the quality of light** 8.9

 - 10 Balance natural/ambient light and artificial light sources** 8.10

 - 11 Use handheld light meter** 8.11

 - 12 Explain correct sync speed** 8.12
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IMPLEMENT DIGITAL WORKFLOW PROCESSES 9

- 1 Demonstrate digital image input (i.e., camera cards, wireless, tethered, direct download, etc.)** 9.1

- 2 Evaluate metadata** 9.2

- 3 Apply keywords to images** 9.3

- 4 Demonstrate nondestructive editing techniques** 9.4

- 5 Apply image adjustments (e.g., sizing, cropping, retouching, orientation, and resolution adjustment)** 9.5

- 6 Apply color correction (i.e., white balance, saturation, hue, luminance, etc.)** 9.6

- 7 Explain the benefits of batch processing** 9.7

- 8 Export images for final output** 9.8

- 9 Mount, matte, and frame a print** 9.9