Idaho CTE

Media Tech- Commercial Photography (2016)

History, Evolution, and Current Trends of Technology 1.0

1.1 The Role and Development of Photography in Past Present Cultures and Current Trends 1.1

- 1.1.1 Write a critique of a well-known photograph or photographer. 1.1.1
- 1.1.2 Describe the significance of influential historical photographers. 1.1.2
- 1.1.3 Research significant developments, advancements and current trends in the evolution of photography. 1.1.3
- 1.1.4 Identify key people and major developments involved in the advancement of digital imaging technology. 1.1.4
- 1.1.5 Compare characteristics of photography, within a particular historical period, including the following: style, ideas, issues, or themes in the humanities or sciences 1.1.5

Legal and Ethical Issues Related to Photography 2.0

2.1 Legal and Ethical Photographic Practices 2.1

- 2.1.1 Describe a photographer's legal rights and responsibilities. 2.1.1
- 2.1.2 Explain and practice the proper use of release forms. 2.1.2
- 2.1.3 Explain libel, privacy, and copyright laws as they apply to photography. 2.1.3
- 2.1.4 Describe ethics related to issues of privacy. 2.1.4
- 2.1.5 Practice ethical and legal use of social media and online platforms. 2.1.5
- 2.1.6 Debate the concept of censorship. 2.1.6
- 2.1.7 Describe ethical issues related to image manipulation. 2.1.7
- 2.1.8 Debate the 'fair-use' law. 2.1.8
- 2.1.9 Understand the management of metadata. 2.1.9

Elements and Principles of Design Composition and Content 3.0

3.1 Elements of Design 3.1

- 3.1.1 Identify the applications of color, line, shape, texture, form, space, and value in photographs. 3.1.1
- 3.1.2 Analyze the use of color, line, shape, texture, form, space, and value in photographs. 3.1.2
- 3.1.3 Incorporate color, line, shape, texture, form, space, and value in photographs. 3.1.3

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3.2 Principles of Design 3.2

- 3.2.1 Identify the principals of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.) 3.2.1
- 3.2.2 Analyze the principals of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.) 3.2.2
- 3.2.3 Incorporate principles of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.) 3.2.3

3.3 Guidelines for Composition and Narrative 3.3

- 3.3.1 Identify and apply guidelines for composition (e.g. simplicity, rule of thirds, point of view, focal point, proportion/scale, framing, etc.) 3.3.1
- 3.3.2 Use critical thinking skills to describe, interpret, analyze, and make judgments about composition 3.3.2

3.4 Communicate a Narrative 3.4

- 3.4.1 Communicate a specific idea or narrative through a photographic imagery 3.4.1

Cameras and Lenses 4.0

4.1 Cameras 4.1

- 4.1.1 Explain various kinds of cameras (e.g., pinhole, view camera, point-and-shoot, single-lens reflex, etc.) 4.1.1
- 4.1.2 Compare and contrast the advantages and disadvantages of various camera types. 4.1.2
- 4.1.3 Describe camera controls, lenses, accessories, and their function. 4.1.3
- 4.1.4 Demonstrate the proper handling of a digital camera. 4.1.4
- 4.1.5 Navigate menus of digital cameras 4.1.5

4.2 Lenses 4.2

- 4.2.1 Define focal length and its effect on image composition. 4.2.1
- 4.2.2 Compare and contrast the relationship between focal length and shutter speed for handheld versus monopod/tripod based photography. 4.2.2
- 4.2.3 Explain the disadvantage of using a digital zoom feature. 4.2.3
- 4.2.4 Demonstrate correct lens care. 4.2.4
- 4.2.5 Explain the need to consider the conversion factor when using a standard lens on a digital body. 4.2.5
- 4.2.6 Demonstrate the uses of various types of lenses for different shooting situations. 4.2.6
- 4.2.7 Describe lens filters and their uses. 4.2.7

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Proper Exposure Settings 5.1

Effects 5.0

- 5.1.1 Describe and utilize the basic elements of exposure (e.g., ISO, aperture, and shutter speed). 5.1.1
- 5.1.2 Accurately read, apply, and explain a histogram. 5.1.2
- 5.1.3 Demonstrate how to bracket exposures. 5.1.3
- 5.1.4 Calculate exposure equivalents. 5.1.4
- 5.1.5 Utilize appropriate shutter speed to create panned, blurred, and stop action photos. 5.1.5
- 5.1.6 Apply the appropriate aperture setting for deep or shallow depth of field. 5.1.6
- 5.1.7 List the factors that affect depth of field. 5.1.7
- 5.1.8 Explain how the environment can mislead the camera meter. 5.1.8
- 5.1.9 Experiment with aperture and shutter speed as creative controls to capture an image in a variety of ways. 5.1.9
- 5.1.10 Identify and apply various metering modes. 5.1.10

Light Sources 6.0

6.1 Properties of Color and Quality of Light 6.1

- 6.1.1 Describe the difference between the additive and subtractive color systems. 6.1.1
- 6.1.2 Explain the importance of the color temperature of light to the appearance of colors in an image. 6.1.2
- 6.1.3 Explore various color spaces. 6.1.3
- 6.1.4 Set white balance to match light source. 6.1.4

6.2 Ambient Lighting Techniques 6.2

- 6.2.1 Create photographs using direct, indirect, reflective, and diffused ambient light. 6.2.1
- 6.2.2 Manipulate and control existing light with light modifiers. 6.2.2
- 6.2.3 Demonstrate knowledge of how environmental conditions affect the quality of light and its effects on the subject. 6.2.3

6.3 Utilize Artificial Light 6.3

- 6.3.1 Explore traditional studio portrait lighting set-ups (e.g., split, loop, Rembrandt, butterfly/Paramount, short, board). 6.3.1
- 6.3.2 Adjust lights to achieve specific lighting ratios. 6.3.2
- 6.3.3 Demonstrate proper use of a handheld light meter. 6.3.3
- 6.3.4 Utilize light modifiers to adjust the quality of light. 6.3.4
- 6.3.5 Explain and utilize correct sync speed. 6.3.5
- 6.3.6 Demonstrate the proper use of on or off-camera flash. 6.3.6

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6.4 Safe Use of Photographic Materials and Equipment 6.4

6.4.1 Recognize and implement safety protocols. 6.4.1

6.4.2 Demonstrate proper use of electrical cords and equipment. 6.4.2

6.4.3 Discuss safety measures needed during a photo shoot. 6.4.3

Digital Workflow Process 7.0

7.1 Digital Asset Input and Management 7.1

7.1.1 Compare and contrast various file formats. 7.1.1

7.1.2 Determine correct file format and resolution for intended output. 7.1.2

7.1.3 Utilize file management and naming conventions to organize images. 7.1.3

7.1.4 Compare and contrast various media storage types (e.g., memory cards, flash drives, external hard drives, cloud, etc.) 7.1.4

7.1.5 Explore various input equipment such as scanners, mobile devices, etc. 7.1.5

7.1.6 Describe file search procedures to locate files. 7.1.6

7.1.7 Apply key wording conventions to images during import. 7.1.7

7.1.8 Explain the benefits of batch processing. 7.1.8

7.2 Editing Techniques 7.2

7.2.1 Demonstrate understanding of global and local image enhancements using digital imaging software. 7.2.1

7.2.2 Demonstrate nondestructive editing techniques using digital imaging software. 7.2.2

7.2.3 Demonstrate digital manipulation (e.g., layers, layer mask, etc.) 7.2.3

7.2.4 Demonstrate image sizing, cropping, orientation, and resolution adjustment. 7.2.4

7.2.5 Apply image adjustments (e.g., levels, curves, contrast). 7.2.5

7.2.6 Explore restoration and retouching techniques. 7.2.6

7.2.7 Explore the importance of monitor and printer color management. 7.2.7

7.3 Effective Output Techniques 7.3

7.3.1 Save edited or modified digital images onto selected storage devices. 7.3.1

7.3.2 Determine appropriate resolution for intended output. 7.3.2

7.3.3 Describe and utilize appropriate secure backup procedures. 7.3.3

7.3.4 Utilize appropriate printer profiles (e.g., paper type, size, quality, color management). 7.3.4

7.3.5 Evaluate print quality and basic troubleshooting. 7.3.5

Presentation Techniques an
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8.1 Demonstrate Knowledge in Displaying Printed Images 8.1

8.1.1 Critique work with constructive criticism. 8.1.1

8.1.2 Select work and present appropriately for display or exhibition. 8.1.2

8.1.3 Identify and demonstrate photographic presentation techniques. 8.1.3

8.1.4 Explore archival preservation of printed images. 8.1.4

8.2 Create a Physical and Digital Portfolio 8.2

8.2.1 Select quality work and justify choice of specific images. 8.2.1

8.2.2 Create a professional digital and print portfolio for job or college placement. 8.2.2

8.2.3 Organize, maintain, and update portfolio for specific presentation. 8.2.3

8.2.4 Demonstrate proper use of materials and equipment necessary to create a presentation. 8.2.4