Texas CTE

Commercial Photography I (2017)

Adopted 2017

The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: CPI.1	**A.** identify and participate in training, education, or certification for employment; CPI.1.A **B.** identify and demonstrate positive work behaviors and personal qualities needed to be employable; and CPI.1.B **C.** demonstrate skills related to finding and obtaining a desired job. CPI.1.C
The student applies academic knowledge and skills in commercial photography. The student is expected to: CPI.2	**A.** apply English language arts knowledge and skills in accordance with industry standards to a variety of written documents; and CPI.2.A **B.** apply mathematics knowledge and skills in accordance with industry standards to solve a problem. CPI.2.B
The student applies professional communications strategies. The student is expected to: CPI.3	**A.** adapt language for audience, purpose, situation, and intent; CPI.3.A **B.** organize oral and written information; CPI.3.B **C.** interpret and communicate information, data, and observations; CPI.3.C **D.** deliver formal and informal presentations; CPI.3.D **E.** apply active listening skills; CPI.3.E **F.** listen to and speak with diverse individuals; and CPI.3.F **G.** exhibit public relations skills. CPI.3.G
The student understands and examines problem-solving methods. The stu[illegible] to:	**A.** employ critical-thinking skills independently and in groups; and CPI.4.A **B.** employ interpersonal skills in groups to solve problems. CPI.4.B

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The student applies technology applications. The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects. CPI.5	**5. The student applies technology applications. The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.** CPI.5
The student understands commercial photography systems. The student is expected to analyze and summarize the history and evolution of commercial photography. CPI.6	**6. The student understands commercial photography systems. The student is expected to analyze and summarize the history and evolution of commercial photography.** CPI.6
The student applies safety regulations. The student is expected to: CPI.7	**A. implement personal and workplace safety rules and regulations in a photography studio and lab; and** CPI.7.A **B. follow emergency procedures.** CPI.7.B
The student applies leadership characteristics to student leadership and professional development activities. The student is expected to: CPI.8	**A. employ communication skills;** CPI.8.A **B. employ teamwork and conflict-management skills;** CPI.8.B **C. conduct and participate in meetings; and** CPI.8.C **D. employ mentoring skills.** CPI.8.D
The student applies ethical decision making and understands and complies with laws regarding use of technology in commercial ph Skip to main content	**A. demonstrate an understanding of ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas;** CPI.9.A **B. discuss and apply copyright laws in relation to fair use and duplication of images;** CPI.9.B **model respect for intellectual property when manipulating, morphing, and editing digital images;** CPI.9.C

student is expected to: CPI.9	D. analyze the impact of photography on society; and CPI.9.D
	E. understand Creative Commons laws, including all licensing. CPI.9.E
The student develops career-building characteristics. The student is expected to: CPI.10	A. create a portfolio to document information such as work experiences, licenses, certifications, and work samples; and CPI.10.A
	B. examine employment opportunities in entrepreneurship. CPI.10.B
The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks. CPI.11	11. The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks. CPI.11
The student develops a basic understanding of commercial photography. The student is expected to: CPI.12	A. research career opportunities and qualifications in photography; CPI.12.A
	B. research the history and evolution of photography; CPI.12.B
	C. analyze principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market; CPI.12.C
	D. analyze and apply the elements and principles of art to photographs; CPI.12.D
	E. demonstrate knowledge of different types of cameras and lenses and their applications to photography; CPI.12.E
	F. demonstrate knowledge of photographic composition and layout; CPI.12.F
	G. demonstrate knowledge of different types of photographic media; CPI.12.G
	H. demonstrate knowledge of the basics of digital photography; CPI.12.H
	I. demonstrate knowledge of photographic lighting techniques, including three-point lighting; CPI.12.I
	J. identify characteristics and uses of various types of photographic paper; CPI.12.J
	K. demonstrate an understanding of standard conventions for mounting, matting, or framing; CPI.12.K
	' produce a variety of photographs using appropriate, current, industry-standard production processes; CPI.12.L

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M. evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills; CPI.12.M

N. understand resolution and digital file format; CPI.12.N

O. identify and use the principles of design to discuss, analyze, critique, and write about visual aspects in photographic work, including the student's own work; and CPI.12.O

P. demonstrate knowledge of the principles of design in photographic work with a focus on composition, color, design, shape, shadow, negative space, and background. CPI.12.P