Texas CTE

Commercial Photography II (2017)

Adopted 2017

The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: CPII.1	**A.** participate in training, education, or certification for employment; CPII.1.A
	B. demonstrate positive work behaviors and personal qualities needed to be employable; and CPII.1.B
	C. demonstrate skills related to seeking, applying for, and obtaining a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills. CPII.1.C
The student applies academic knowledge and skills in commercial photography. The student is expected to: CPII.2	**A.** apply English language arts knowledge and skills in accordance with industry standards to a variety of written documents; and CPII.2.A
	B. apply mathematics knowledge and skills in accordance with industry standards to solve a problem. CPII.2.B
The student applies professional communications strategies. The student is expected to: CPII.3	**A.** adapt language for audience, purpose, situation, and intent; CPII.3.A
	B. organize oral and written information; CPII.3.B
	C. interpret and communicate information, data, and observations; CPII.3.C
	D. deliver formal and informal presentations; CPII.3.D
	E. apply active listening skills to obtain and clarify information; CPII.3.E
	F. listen to and speak with diverse individuals; and CPII.3.F
	G. exhibit public relations skills to increase internal and external customer/client satisfaction. CPII.3.G
The student understands and ex sol	**A.** employ critical-thinking skills independently and in groups; and CPII.4.A
	employ interpersonal skills in groups to solve problems. CPII.4.B

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student is expected to: CPII.4	
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. CPII.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.** CPII.5
The student applies knowledge of commercial photography systems. The student is expected to analyze and summarize the history and evolution of the commercial photography field. CPII.6	**6. The student applies knowledge of commercial photography systems. The student is expected to analyze and summarize the history and evolution of the commercial photography field.** CPII.6
The student applies safety regulations. The student is expected to: CPII.7	**A. implement personal and workplace safety rules and regulations in a photography studio and lab; and** CPII.7.A
	B. follow emergency procedures. CPII.7.B
The student applies leadership characteristics to student leadership and professional development activities. The student is expected to: CPII.8	**A. employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders with organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities;** CPII.8.A
	B. employ teamwork and conflict-management skills to achieve collective goals; CPII.8.B
	C. establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions; CPII.8.C
	prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas; CPII.8.D

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	E. conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed; and CPII.8.E
	F. employ mentoring skills to inspire and teach others. CPII.8.F
The student applies ethical decision making and complies with laws regarding use of technology in commercial photography. The student is expected to: CPII.9	**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; CPII.9.A
	B. discuss and apply copyright laws in relation to fair use and duplication of images; CPII.9.B
	C. model respect for intellectual property when manipulating, morphing, and editing digital images; and CPII.9.C
	D. demonstrate proper etiquette and knowledge of acceptable use policies, including Creative Common laws and licensing. CPII.9.D
The student develops career-building characteristics. The student is expected to: CPII.10	**A.** maintain and update a portfolio with information such as work experiences, licenses, certifications, and work samples; and CPII.10.A
	B. demonstrate skills in evaluating and comparing employment opportunities. CPII.10.B
The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks such as creating quotes and budgeting. CPII.11	**11.** The student applies technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks such as creating quotes and budgeting. CPII.11
The student develops an increased understanding of commercial photography. The student is expected to: CPII.12	**A.** identify photographs for commercial photography; CPII.12.A
	B. recognize the elements and principles of art as they apply to a variety of commercial photography projects; CPII.12.B
	C. use principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market; CPII.12.C
	D. identify appropriate cameras and lenses; CPII.12.D

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E. recognize appropriate photographic composition and layout principles; CPII.12.E

F. identify the use of appropriate digital black and white and color photography; CPII.12.F

G. understand the use of effective photographic lighting techniques, including three-point, studio, portraiture, and product; CPII.12.G

H. recognize the elements of professional quality photographs; CPII.12.H

I. identify the most appropriate types of photographic paper for projects; CPII.12.I

J. recognize appropriate solutions for mounting, matting, or framing photographs; CPII.12.J

K. understand appropriate, current, and industry-standard production processes to produce photographs; CPII.12.K

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

M. identify appropriate resolution and digital file formats; CPII.12.M

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

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