

Commercial Photography I

Level 2: Student may have explored previously; first pathway specific course

Pathway(s): Design & Multimedia Arts

Description

This photography course focuses on studio-based photography. Students will learn basic DSLR camera operations, framing and the art of styling and lighting for professional photo shoots. Projects will include various print advertisements and studio work. Students will learn about careers in related to commercial photography and the postsecondary programs and requirements within Colorado. Some examples of jobs in this area are photographer, graphic designer and stylist. Students will complete a number of projects and design pieces to be added to personal portfolios.

Student Learning Outcomes

Careers & Postsecondary

- 1) Identify career opportunities that exist for those with commercial photography experience
 - a. Recognize the work typically performed, tools and technology used, and nature of work environments
 - b. Identify potential certifications within the careers
 - c. Find membership organizations associated with the careers
 - d. Understand the necessary education associated within the career opportunities

Visual & Compositional Training

- 1) Describe the elements of design and composition as they relate to photography
- 2) Distinguish compositional schemes in photography (e.g., rule of thirds, geometric, balance, picture planes, etc.)
- 3) Explain how density, contrast and color affect a photograph
- 4) Compare and contrast lighting techniques
 - a. Qualities of light
 - b. High key vs. low key
 - c. Back-lighting

Conceptual Training

- 5) Reference historic and contemporary processes and artists
- 6) Classify different types of photographic practice
 - a. Fine art
 - b. Commercial
 - c. Scientific
 - d. Journalistic
 - e. Etc.
- 7) Describe narrative photography
- 8) Define conceptual and theoretical photography
- 9) Develop foundational visual literacy

- 10) Identify various genres of photography
 - a. Still life
 - b. Portrait
 - c. Landscape

Digital Camera Training: DSLR or mirror-less with manual capabilities

- 11) Use menus to appropriately navigate through camera features
- 12) Properly load and format media cards
- 13) Identify the preliminary settings of the camera
 - a. Diopter
 - b. Quality (RAW, JPEG)
 - c. Color spaces
 - d. White balance
- 14) Operate camera under various focus settings
 - a. Focus zones
 - b. Focus modes
 - c. Sharpness
 - d. Auto focus settings
 - e. Manual focus
- 15) Demonstrate playback features
 - a. Navigation
 - b. Histograms
 - c. Zoom
 - d. Delete
- 16) Compose photographs with various exposure control settings
 - a. Exposure modes (M, Av, Tv)
 - b. ISO
 - c. Apertures
 - d. Shutters
 - e. Exposure compensation
- 17) Demonstrate metering and exposing options
- 18) Employ bracketing or equivalent exposure
- 19) Apply creative shutter speeds
 - a. Blurring
 - b. Freezing
 - c. Panning
- 20) Use creative apertures to show depth of field

Photography equipment training

- 21) Properly setup, use and store photography equipment
 - a. Tripods
 - b. Lenses
 - i. Zoom
 - ii. Prime
 - iii. Normal

- iv. Telephoto
- v. Wide-angle
- c. Light modifiers
 - i. Reflectors (5-in-1s)
 - ii. Flash units
- d. Extension tubes, filters (UV, neutral density, polarizers)

Digital printing basics

Portfolios

- 22) Edit and sequence images
- 23) Develop an artist statements
- 24) Print-on demand books or digital prints

Post Image Management

- 25) Import/Export photographs through an editing software
- 26) Locate metadata
- 27) Use a digital workflow ranking and sorting techniques
- 28) Develop Edited Images
 - a. Histograms, RGB, white balance, Kelvin color temperature/tint
 - b. Global adjustments (basic and/or curves)
 - c. Local adjustments
 - i. Brush tools
 - ii. Healing
 - d. BW and toning
 - i. Sepia
 - ii. Split
 - iii. Cool
 - iv. Warm
 - e. Cropping, Vignette, Lens Corrections
 - f. Sharpening and Noise Reduction
- 29) Reformat an Images size and resolution
- 30) Make adjustments using layers, gradient, dodge/burn, clone/heal
- 31) Apply Special Effects
- 32) Isolate part of an image using selections