CAREER & TECHNICAL
EDUCATION

HIGH SCHOOL
DIGITAL PHOTOGRAPHY 1
(MEDIA ARTS)

ACADEMIC & PROFESSIONAL
SKILLS STANDARDS

CATALINA FOOTHILLS SCHOOL DISTRICT
Approved by the Governing Board
June 27, 2017

STANDARDS FOR MEDIA ARTS
DIGITAL PHOTOGRAPHY 1

Digital Photography 1 introduces students to the basics of darkroom photography as well as digital camera techniques. Students develop camera skills, learn darkroom processes and post-production editing, and investigate the elements of art and principles of design. This course offers the students the opportunity to elevate the quality of their photographs and appreciation of art by providing a better understanding and use of these mediums. Students learn to observe, express themselves nonverbally, and solve problems. Post-production editing instruction is provided in Adobe Bridge and Photoshop.

ROLE OF GRAPHIC DESIGN IN THE MEDIA INDUSTRY

DP1.1.1 Research the role of photography in the media industry and its impact on society and the economy (required: history/evolution and genres of photography; for example: commercial, still life, fine art).
- o history and evolution and emerging technology in the field of photography
- o impact of social media (for example: Facebook, Twitter, Instagram*)*
- o factors that contribute to successful photo (media) businesses

DP1.1.2 Explain the preparation path (skills, knowledge, training) and job duties for occupations in the photo industry.

LEGAL AND ETHICAL PRACTICES

DP1.2.1 Describe current legal issues in the field of photography (for example: using and/or editing photos without permission).

DP1.2.2 Explain plagiarism and its effects in business (for example: loss of credibility).

DP1.2.3 Describe the rights and implications of copyright law related to digital media products (including model releases and image rights).
- o establishing of a copyright
- o establishing a trade name and trademark
- o relationship between copyright and fair use

DP1.2.4 Apply required laws and regulations associated with the American Disability Act.

INDUSTRY SAFETY PROCEDURES

DP1.3.1 Follow industry safety standards in the classroom and on location for personal safety and the safety of others (required: tripping hazards-cords, lighting-changing bulbs).

DP1.3.2 Safely operate and perform care and maintenance (for example: calibrate monitors and printers*)* of equipment (including digital cameras) and related accessories.
- o compliancy procedures for OSHA (occupational safety and health administration), warning labels, and MSDS (material safety data sheets) safety regulations

DP1.3.4 Explain methods of protecting a computer against computer threats (e.g., virus, phishing).

CREATING (Conceive – Develop)
Conceiving and developing new artistic ideas and work

MA.Cr1.1.PH1 Use multiple approaches to generate ideas, develop artistic goals, and problem solve in media arts creation processes (i.e., photography).
- conduct formal and informal research to collect information
- show multiple ideas for a project using a planning sheet
- analyze and incorporate visual design elements and principles in photographs to increase visual literacy

MA.Cr2.1.PH1 Create a plan for a photography shoot that considers original inspirations, goals, and presentation context.
- define parameters of a photo shoot according to layout, including equipment and resource needs
- evaluate the need for model release forms
- scout for appropriate location that meets defined parameters

MA.Cr2.2.PH1 Determine lighting conditions (natural, artificial) for portraits (individual, small group) and products (still life).
- analyze different qualities of artificial light (hard, soft, reflective, natural)
- explain key, fill, back, and hair light

MA.Cr2.3.PH1 Differentiate the type and use of digital cameras and accessories.
- wide and telephoto lenses and the aesthetic and technical reasons to use both
- aperture and shutter speeds
- appropriate resolutions for data capture
- file size and type, such as .tif, .jpeg, .psd, and raw files

CREATING (Construct)
Conceiving and developing new artistic ideas and work

MA.Cr3.1.PH1 Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in photography productions, demonstrating understanding of compositional rules (for example: elements – line, shape/form, space, value, texture, color; and principles - emphasis, balance, unity, contrast, movement/rhythm, pattern/repetition).

MA.Cr3.2.PH1 Evaluate lighting type, direction, camera angles, and camera locations for different situations.

MA.Cr3.3.PH1 Use digital cameras, accessories, and techniques to implement plan(s) for creating a product.
- all functions of a digital SLR camera (required: focusing techniques and filters)
- appropriate resolutions for data capture
- capturing and transferring still images, audio, and moving image content
- scanning images, documents, or designs
- studio lighting equipment, lighting, and flash
- setting up and testing lighting equipment for a photo shoot
- use of props, poses, and techniques for creating content, mood, and/or meaning

MA.Cr3.3.PH1 Refine and modify photography artworks, honing aesthetic quality and intentionally accentuating stylistic elements, to reflect an understanding of personal goals and preferences.

PRODUCING (Integrate – Practice)
Realizing and presenting artistic ideas and work

MA.Pr1.1.PH1 Integrate various arts, media art forms, and content into unified photography productions, considering the reaction and interaction of the target audience (such as experiential design).

MA.Pr2.1.PH1 Demonstrate progression in artistic, design, technical, and soft skills (for example: collaboration, planning, communication), as a result of selecting and fulfilling specified roles in the production of photography projects.

MA.Pr2.2.PH1 Demonstrate adaptation and innovation (such as design thinking and risk taking) through the combination of tools, techniques, and content to achieve specific expressive goals in the production of a variety of photography artworks.

PRODUCING (Present)
Realizing and presenting artistic ideas and work

MA.Pr3.1.PH1 Design the presentation and distribution of collections (portfolios) of photographs, considering combinations of artworks, formats, and audiences.
- create and present a professional portfolio

MA.Pr3.2.PH1 Evaluate and implement improvements in presenting photography artworks, considering personal and local impacts.
- critique images for technique, content, aesthetics, and meaning to increase visual literacy
- utilize feedback to improve presentation methods

MA.Pr3.3.PH1 Perform post-production tasks to refine photography products.
- create, use, and review a file-based workflow, including naming, relabeling, downloading, backing-up, and archiving files
- demonstrate image storage techniques (for example: burn to CD, save to external hard drives, flash drives, cloud storage, etc.)
- understand advantages and disadvantages of various file formats
- select and convert file formats as specified for end-user requirements
- import, enhance and retouch digital images using editing tools (for example: filtering, multiple layers, and masking techniques) and choosing appropriate commands, menus, and palettes from a digital imaging application (required: Photoshop)
- create an image suitable for production
- dry mount, matte, or frame a print for presentation
- create and print images to size (for example: 4x6, 5x7, 8x10) and specifications
- create a web proof page for clients
- evaluate various file transfer protocols (for example: internet and intranet)
- present photographs for review, critique, and/or delivery

RESPONDING (Perceive – Interpret – Evaluate)
Understanding and evaluating how the arts convey meaning

MA.Re1.1.PH1 Analyze the qualities of and relationships between the components, style, and preferences communicated by photography artworks and artists.
MA.Re1.2.PH1 Analyze how a variety of photography artworks manage audience experience and create intention through multimodal perception.

MA.Re2.1.PH1 Analyze the intent, meanings, and reception of a variety of photography artworks, focusing on personal and cultural contexts.

MA.Re3.1.PH1 Evaluate photography art works and production processes at decisive stages, using identified criteria, and considering context and artistic goals.

CONNECTING (Synthesize – Relate)
Relating artistic ideas and work with personal meaning and external context.

MA.Cn1.1.PH1 Access, evaluate, and integrate personal and external resources to inform the creation of original photography artworks (such as experiences, interests, and cultural experiences).

MA.Cn1.2.PH1 Explain and demonstrate the use of photography to expand meaning and knowledge, and create cultural experiences (such as learning and sharing through online environments).

MA.Cn2.1.PH1 Demonstrate and explain how photography artworks and ideas relate to various contexts, purposes, values, and cultures (such as social trends, power, equality, and personal/cultural identity).

TECHNOLOGY APPLICATIONS AND TOOLS

PH1.4.1 Use computer applications to manage media.
- describe the kinds of industry standard software (Photoshop) and what they should be used for (required: photo manipulation).
- use appropriate electronic publishing software and output devices
- apply computer file management techniques
- archive and manage data for media applications (for example: flash drive, external drive, server)
- use the internet for file transfer (for example: Dropbox, Cloud, server)
- evaluate various FTP or File Transfer Protocols
- select the format for digital delivery

PH1.4.2 Apply essential commands and knowledge of computer operating systems.

PH1.4.3 Apply knowledge of data capture and manipulation.
- identify software that supports data capture for media services (digital camera, video input device, graphics tablet, graphics expansion boards)
- select appropriate resolutions for data capture
- capture and transfer still image, audio, and moving image content

PH1.4.4 Identify basic typography categories (required: serif, sans serif, script, display), their basic structure, and when to use them.

PROFESSIONAL SKILLS: PROFESSIONALISM & ORGANIZATIONAL CULTURE

DP1.5.1 Demonstrate professionalism in the workplace (being on time, proper dress, courteousness).

DP1.5.2 Represent the school [or organization] in a positive manner, demonstrating the school's [or organization's] mission and core values.

DP1.5.3 Demonstrate respect for personal and professional boundaries (distinguish between personal and work-related matters).

DP1.5.4 Interact respectfully with others; act with integrity.

DP1.5.5 Produce high quality work that reflect professional pride and contributes to organizational success.

DP1.5.6 Take initiative to develop skills and improve work performance.

PROFESSIONAL SKILLS: COMPLEX COMMUNICATION (TRADITIONAL AND DIGITAL)

DP1.6.1 Communicate effectively in preparation for a diverse work environment (required: style, format, and medium appropriate to audience/culture/generation, purpose and context; accuracy; use of appropriate technical/industry language; to resolve conflicts; address intergenerational differences/challenges; persuade others).

DP1.6.2 Use documentation (for example: itineraries and schedules) to plan and meet client needs.

DP1.6.3 Use appropriate technologies and social media to enhance or clarify communication.

DP1.6.4 Use a variety of interpersonal skills, including tone of voice and appropriate physical gestures (for example: eye contact, facing the speaker, active listening) during conversations and discussions to build positive rapport with others.

DP1.6.4 Pose and respond to questions, building upon others' ideas in order to enhance the discussion; clarify, verify, or challenge ideas and conclusions with diplomacy.

PROFESSIONAL SKILLS: INITIATIVE AND SELF-DIRECTION

DP1.7.1 Apply the skills and mindset of self-regulation to accomplish a project.

DP1.7.2 Select and use appropriate technologies to increase productivity.

DP1.7.3 Exercise initiative and leadership (for example: recognize and engage individual strengths, plan for unanticipated changes, pursue solutions/improvements).

PROFESSIONAL SKILLS: CRITICAL THINKING AND INNOVATION

DP1.8.1 Identify problems and use strategies and resources to innovate and/or devise plausible solutions.

DP1.8.2 Take action or make decisions supported by evidence and reasoning.

DP1.8.3 Transfer knowledge/skills from one situation/context to another.

PROFESSIONAL SKILLS: COLLABORATION

DP1.9.1 Take responsibility for any role on a team and accurately describe and perform the duties of each role, including leadership.

DP1.9.2 Integrate diverse ideas, opinions, and perspectives of the team and negotiate to reach workable solutions.

DP1.9.3 Prioritize and monitor individual and team progress toward goals, making sufficient corrections and adjustments when needed.

DP1.9.4 Submit high-quality products that meet the specifications for the assigned task.