

(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:

- (A)** identify and participate in training, education, or certification for employment.
- (B)** identify and demonstrate positive work behaviors and personal qualities needed to be employable.
- (C)** demonstrate skills related to finding and obtaining a desired job.

(2) The student applies academic knowledge and skills in commercial photography. The student is expected to:

- (A)** apply English language arts knowledge and skills in accordance with industry standards to a variety of written documents.
- (B)** apply mathematics knowledge and skills in accordance with industry standards to solve a problem.

(3) The student applies professional communications strategies. The student is expected to:

- (A)** adapt language for audience, purpose, situation, and intent.
- (B)** organize oral and written information.
- (C)** interpret and communicate information, data, and observations.
- (D)** deliver formal and informal presentations.
- (E)** apply active listening skills.
- (F)** listen to and speak with diverse individuals.
- (G)** exhibit public relations skills.

(4) The student understands and examines problem-solving methods. The student is expected to:

- (A)** employ critical-thinking skills independently and in groups.
- (B)** employ interpersonal skills in groups to solve problems.

(5) The student applies technology applications. The student is expected to:

- (A)** use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.

(6) The student understands commercial photography systems. The student is expected to:

- (A)** analyze and summarize the history and evolution of commercial photography.
- (B)** follow emergency procedures.

(7) The student applies safety regulations. The student is expected to:

- (A)** implement personal and workplace safety rules and regulations in a photography studio and lab.

(8) The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:

- (A)** employ communications skills.
- (B)** employ teamwork and conflict-management skills.
- (C)** conduct and participate in meetings.
- (D)** employ mentoring skills.

(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in commercial photography. The student is expected to:

- (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.
- (B)** discuss and apply copyright laws in relation to fair use and duplication of images.
- (C)** model respect for intellectual property when manipulating, morphing, and editing digital images.
- (D)** analyze the impact of photography on society.
- (E)** understand Creative Commons laws, including all licensing.

(10) The student develops career-building characteristics. The student is expected to:

- (A)** create a portfolio to document information such as work experiences, licenses, certifications, and work samples.
- (B)** examine employment opportunities in entrepreneurship

(11) The student applies technical skills for efficiency. The student is expected to:

- (A)** employ planning and time-management skills to complete work tasks.

(12) The student develops a basic understanding of commercial photography. The student is expected to:

- (A)** research career opportunities and qualifications in photography.
- (B)** research the history and evolution of photography.
- (C)** analyze principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market.
- (D)** analyze and apply the elements and principles of art to photographs.
- (E)** demonstrate knowledge of different types of cameras and lenses and their applications to photography.
- (F)** demonstrate knowledge of photographic composition and layout.
- (G)** demonstrate knowledge of different types of photographic media.
- (H)** demonstrate knowledge of the basics of digital photography.
- (I)** demonstrate knowledge of photographic lighting techniques, including three-point lighting.
- (J)** identify characteristics and uses of various types of photographic paper.
- (K)** demonstrate an understanding of standard conventions for mounting, matting, or framing.
- (L)** produce a variety of photographs using appropriate, current, industry-standard production processes.
- (M)** evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills.
- (N)** understand resolution and digital file format.
- (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.
- (P)** demonstrate knowledge of the principles of design in photographic work with a focus on composition, color, design, shape, shadow, negative space, and background.