











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

- (A)** participate in training, education, or certification for employment.
- (B)** demonstrate positive work behaviors and personal qualities needed to be employable.
- (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.

**(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 presentation.
- (E)** apply active listening skills to obtain and clarify information.
- (F)** listen to and speak with diverse individuals.
- (G)** exhibit public relations skills to increase internal and external customer/client satisfaction.

**(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 applies knowledge of commercial photography systems. The student is expected to:

- (A)** analyze and summarize the history and evolution of the commercial photography field.

**(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.
- (B)** follow emergency procedures.

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

- (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.
- (B)** employ teamwork and conflict-management skills to achieve collective goals.
- (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.

- (D)** prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas.

**(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.

**(F)** employ mentoring skills to inspire and teach others.

**(9)** The student applies ethical decision making 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)** demonstrate proper etiquette and knowledge of acceptable use policies, including Creative Commons laws and licensing.

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

- (A)** maintain and update a portfolio with work experiences, licenses, certifications, and work samples.
- (B)** demonstrate skills in evaluating and comparing employment opportunities.

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

- (A)** employ planning and time-management skills to complete work tasks such as creating quotes and budgeting.

**(12)** The student develops an increased understanding of commercial photography. The student is expected to:

**(A)** identify photographs for commercial photography.

**(B)** recognize the elements and principles of art as they apply to a variety of commercial photography project.

**(C)** use principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market.

**(D)** identify appropriate cameras and lenses.

**(E)** recognize appropriate photographic composition and layout principles.

**(F)** identify the use of appropriate digital black and white and color photography.

**(G)** understand the use of effective photographic lighting techniques, including three-point, studio, portraiture, and product.

**(H)** recognize the elements of professional quality photographs.

**(I)** identify the most appropriate types of photographic paper for projects.

**(J)** recognize appropriate solutions for mounting, matting, or framing photographs.

**(K)** understand appropriate, current, and industry-standard production processes to produce photographs.

**(L)** evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills.

**(M)** identify appropriate resolution and digital file formats.

**(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.

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