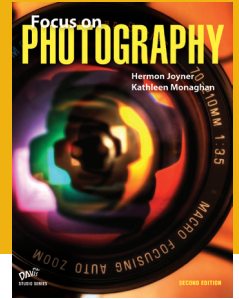




TEKS 100% Compliance Lesson Extensions

Focus on Photography, Second Edition

COMMERCIAL PHOTOGRAPHY LEVEL II



FOCUS ON PHOTOGRAPHY 2E				
COMM PHOTO LEVEL II TEKS	TEKS Breakout	Lesson	Pages	Lesson Extension to Meet TEKS
1.C.I	Demonstrate skills related to seeking, applying for, and obtaining a desired job, including identifying job opportunities.	Narrative: Making Commercial Photographs	446–447	Try It Select a role in the commercial photography process. Research available jobs in that career. List the job qualifications required for that career. What skills and experience do you need to pursue the jobs you found? Create a cover letter and resume detailing your work experience, skills, and education related to the position. As an exercise, fill out a job application and do a mock interview.
		Activity: Studio Experience: A Fashion Shoot with a Model	493	Journal Connection: Research available jobs related to your role in the photo shoot. What are the qualifications for the position? List skills and experience you need to pursue the jobs you found. Create a cover letter and resume detailing your work experience, skills, and education related to the position. As an exercise, fill out a job application and do a mock interview.
1.C.II	Demonstrate skills related to seeking, applying for, and obtaining a desired job, including developing a resume.	Narrative: Making Commercial Photographs	446–447	Try It Select a role in the commercial photography process. Research available jobs in that career. List the job qualifications required for that career. What skills and experience do you need to pursue the jobs you found? Create a cover letter and resume detailing your work experience, skills, and education related to the position. As an exercise, fill out a job application and do a mock interview.
		Activity: Studio Experience: A Fashion Shoot with a Model	493	Journal Connection: Research available jobs related to your role in the photo shoot. What are the qualifications for the position? List skills and experience you need to pursue the jobs you found. Create a cover letter and resume detailing your work experience, skills, and education related to the position. As an exercise, fill out a job application and do a mock interview.

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8.A.V	Employ leadership skills to accomplish goals and objectives by participating in civic leadership opportunities.	Narrative: How to...Explore Street Photography	250–251	Try It Research opportunities to join civic or community groups that need a photographer, or start a group for your school or local community to document events and everyday life. Take a leadership role by developing guidelines for photojournalists, including a code of ethics and photographers' rights.
		Activity: Chapter Review	258	For Your Portfolio Find a local civic or community group related to your topic. Inquire about documenting the group in a photo essay. Look for leadership opportunities, such as becoming the group's official photographer or organizing a larger project to document your community.

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8.A.VII	Employ leadership skills to accomplish goals and objectives by participating in civic teamwork opportunities.	Narrative: How to...Explore Street Photography	250–251	Try It Research opportunities to join civic or community groups that need a photographer, or start a group for your school or local community to document events and everyday life. Take a leadership role by developing guidelines for photojournalists, including a code of ethics and photographers' rights.
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		Activity: Chapter Review	258	For Your Portfolio Find a local civic or community group related to your topic. Inquire about documenting the group in a photo essay. Look for leadership opportunities, such as becoming the group's official photographer or organizing a larger project to document your community.
9.D.II	Demonstrate knowledge of acceptable use policies, including Creative Commons laws.	Narrative: Copy Issues and Plagiarism: Creative Commons	163	Covered in textbook (Creative Commons)
		Activity: Chapter Review	173	For Your Portfolio Create an online portfolio of your work. Apply Creative Commons licensing to your images.

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9.D.III	Demonstrate knowledge of acceptable use policies, including licensing.	Narrative: Copy Issues and Plagiarism: Creative Commons	163	Covered in textbook (Creative Commons)
		Activity: Chapter Review	173	For Your Portfolio Create an online portfolio of your work. Apply Creative Commons licensing to your images.
10.A.III	Maintain a portfolio with licenses.	Narrative: Planning a Shoot	450	Try It As you gain experience in photography, maintain and update your portfolio with your work experiences, licenses, and certifications.
		Activity: Chapter Review	496	For Your Portfolio Your portfolio is a place to record all your work experience, licenses, and certifications. Keep copies of any important documents related to your photography experience.
10.A.IV	Update a portfolio with licenses.	Narrative: Planning a Shoot	450	Try It As you gain experience in photography, maintain and update your portfolio with your work experiences, licenses, and certifications.
		Activity: Chapter Review	496	For Your Portfolio Your portfolio is a place to record all your work experience, licenses, and certifications. Keep copies of any important documents related to your photography experience.
10.A.V	Maintain a portfolio with certifications.	Narrative: Planning a Shoot	450	Try It As you gain experience in photography, maintain and update your portfolio with your work experiences, licenses, and certifications.
		Activity: Chapter Review	496	For Your Portfolio Your portfolio is a place to record all your work experience, licenses, and certifications. Keep copies of any important documents related to your photography experience.
10.A.VI	Update a portfolio with certifications.	Narrative: Planning a Shoot	450	Try It As you gain experience in photography, maintain and update your portfolio with your work experiences, licenses, and certifications.
		Activity: Chapter Review	496	For Your Portfolio Your portfolio is a place to record all your work experience, licenses, and certifications. Keep copies of any important documents related to your photography experience.
12.I.I	Identify the most appropriate types of photographic paper for projects	Narrative: Making Choices	36	Choosing Paper: Try It Research different types of photographic paper for both film and digital printing. Make a list of the characteristics of each type of paper.
		Activity: Chapter Review	84	For Your Portfolio: Experiment with printing your photograph on different types of photographic paper. Make notes about the characteristics of each type of paper.

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12.J.I	Recognize appropriate solutions for mounting, matting, or framing.	Narrative: Printing Your Digital Image	99	Try It Research different ways to mount, mat, and frame your images. Select the method that will work best for your images. Display either your own images together or create a class exhibit.
		Activity: Chapter Review	84	Covered in textbook (For Your Portfolio)

TEKS Descriptions

(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 art and design projects. 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 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, and presentation 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 professional 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 information such as 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 a basic 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 [it applies] to a variety of commercial photography projects
- (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